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NEW YORK, JUNE 7, 1930

No. 23



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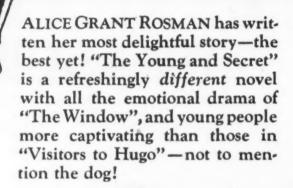
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(Above is shown, in reduced size, a sample of the advertising)

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187

Our head's in a whirl and we are all confused!

In the Publishers' Weekly of May 17, the Crime Club told enough of its history to explain its reputation. We were astonished to learn that they had "more best-sellers in the mystery and detective field than all the other publishers put together"; that "all competition is eliminated by the monthly selection of the best current detective story"; that they "cannot afford to risk a great reputation by printing inferior books," etc., etc.

All during the past year we had been laboring under the impression that we had our share of the successful detective-mystery stories and that other publishers were also doing fairly well in this line of fiction. From publicity of such a shy and retiring nature we hardly know how to shield our eyes. With the hundreds of other people in the trade, we are completely dazzled and in addition, as a publisher, almost overcome with mortification.

To add further to our confusion came the announcement of cut prices in fiction and possibly in general books. The first announcement and the newspaper publicity led us to believe that through mass production the retail book trade was to be swept out of its present doldrums. All fiction which formerly sold for \$2.00 and \$2.50 was to be brought out at \$1.00, and general books at half their former prices.

Naturally enough, one of the first questions asked was, "What about the bookseller?". From certain quarters the answer came, "Why worry about the booksellers? If they cannot keep up with present day merchandising they will have to drop out of the picture." Forward then, over their dead bodies, to that oasis of flowing milk and wild honey-the cut-price stores, chain stores, drug stores and cigar stores! A year ago, when the book club question came up, we decided to continue our former policy of riding one horse at a time. For years the American bookstores have been the natural outlet for Dutton books. This past year, with all its trade and general depression, our business practically equalled the sales of the most successful year in 78 years of publishing. We are therefore quite content to continue to work with and for the American bookstore.

Hardly had we had time to digest this startling information when one of the publishers announced that only some of their fiction was to be sold at a retail price of \$1.00, with paper covers. If our memory is correct, some of the books

of one of their prominent authors have been released heretofore, in their original editions, at \$1.25 and \$1.50. (And did they double their sales?) The same publisher makes further announcement that some of their books of fiction, too long for inclusion in the \$1.00 books, will sell for \$3.00 and \$4.00.

We are still in the dark in regard to one of the other four publishers. But one of the remaining two also announced that not all of their fiction is to appear at the \$1.00 price and up to the present time they have been content with giving us reprint books at \$1.00. (We, of course, did not know this was a new idea, since this firm has been doing just this thing for some time.) The remaining publisher now announces that they are in no way connected with the other three and that only books of fiction by unknown authors will be published at a price of \$1.50.

(From past experience we have been led to believe that books of fiction by unknown authors in whom the public was not interested could not be sold at 25c. a copy. In fact, some people have been bold enough to say they doubted if you could give them away. We find it difficult to be logical and at the same time to believe that books of this type can have huge sales through mass production and bring huge profits to all concerned by a reduction in price.)

All in all, where do we stand?
And can the publishers and
booksellers concerned sell two and one-half
times as many of these \$1.00 books as they
now sell of a \$2.50 book?

For 78 years this firm has been publishing what many people have been kind enough to say were good books and well-made books for the American public. The manufacturing cost of books, general business overhead and advertising have kept steadily increasing year after year and the net profit of publishing as an industry is considered by all bankers and accountants who have examined our industry to be much lower than it should be for the prosperity of any industry.

We believe that most people with common sense know that there is a vast difference between a Packard and a Ford and that it would be impractical for a Packard or a Lincoln, even through mass production, to sell for the same price as a Ford. Most people know that mass market merchandise is vastly different from quality merchandise in all commodities and that books are no exception.

We see no reasons to lead us to expect that if all new fiction were published at \$1.00 instead of \$2.00

or \$2.50 the sale of these books would be from two to two and one-half times as great as it is today. This, of course, would be necessary to bring in the same gross profit the publisher and bookseller have today.

As a large general publisher, we, of course, have and probably always will have our own \$1.00 reprint fiction. We also have the books in the Everyman's Library, which sell at 80c. a copy, and many other books which sell for \$1.00 or less. In these books we give the highest quality possible for the price.

At best, cut price methods can only be a synthetic stimulant because they are not constructive and because they depend upon the selfish motive on the part of a small minority to take advantage of the majority who maintain a price standard for the good of the industry as a whole and for its future. These after-effects are disastrous.

We cannot see how it is possible for the small independent store to compete with the same merchandising methods used by the large chain stores and other large outlets of a similar nature. The small independent store's only means of successful competition is either on the basis of service or quality. If successful cut price methods only affect part of the buying public, there are thousands of people in this country who can afford and who demand quality and service.

Let us suppose that dollar books will sell three times as many Let us suppose that dollar books copies of a \$2.50 book. This will mean that the bookseller will have to pay three times as much transportation charges from the publisher to his bookstore, for the same unit of sale. He will have to employ from two to three times as many people to sell these books, his handling charges and delivery charges will be three times as much, and what, we wonder, will happen to his profit which is already too small? This is especially true of the West Coast booksellers and those farthest from the publishing market. Overhead is just as much a problem with the bookseller today as with the publisher.

Up-to-date, constructive, merchandising methods which are economically sound for all concerned, the discarding of selfish motives and biased opinions on the part of both publisher and bookseller, and in their place—open mindedness, a sympathetic understanding and a desire to help each other to unite and compete with outside merchandise for the public's dollar is what we need to help us out of the business depression of our own industry. Certainly the old Biblical quotation

that a house divided against itself cannot stand comes close to home with both bookseller and publisher at the present moment.

For years we have been carrying out what we consider to be a wiser policy—that of reducing the prices of expensive books as soon as the sales would warrant such a reduction. The new edition of THE LOVE POEMS OF JOANNES SECUNDUS, published this week, has been reduced from \$5.00 to \$3.50.

Until the time comes when the mass market can both appreciate and will buy quality merchandise in quantity, I am afraid we will have to be content with the present price of books, unless, of course, manufacturing, advertising and general overhead expenses are reduced.

At any rate, it is joyful news at a time like this to have three leaders in their respective classifications,—
THE SELBYS, Fiction; THE STORY OF SAN MICHELE, Biography; and THE RHODODENDRON MAN, Detective-Mystery (This book, of course, is a leader in advance sales only. The publication date is June 12th.)

The first full page advertisement of this book appears in the N. Y. Tribune, June 15th. There are not many books at the moment that the publishers are backing with full pages and with the advertising campaign scheduled for the first of the new Dutton Prize Clue Mysteries. Have you ordered your stock? Mail orders before publication will be filled at the traveler's discount.

We wish to announce a \$25 cash prize for the best window display between June 10 and June 20 of the BOYS' BOOK OF EXPLORATION. Some time during this period Admiral Byrd will arrive in New York and the press throughout the country will carry an enormous amount of Byrd publicity.

The price of this book has just been reduced from \$5.00 to \$3.50, effective June 10. It is not necessary to buy copies of the book to make this display. Free jackets can be had on request for the display. Any ordinary snapshot picture, any size, is all you need to send in, together with a description of the color scheme.

Photographs of displays must be mailed not later than July 1st, to be eligible for the prize. The prize will be awarded by three judges—Frank X. Howard, of Dutton's, Inc., 681 Fifth Avenue, John E. Shepherd, of Churchill-Hall Advertising Agency, and George Novack, Advertising Manager, E. P. Dutton & Co.

J. M., Jr.

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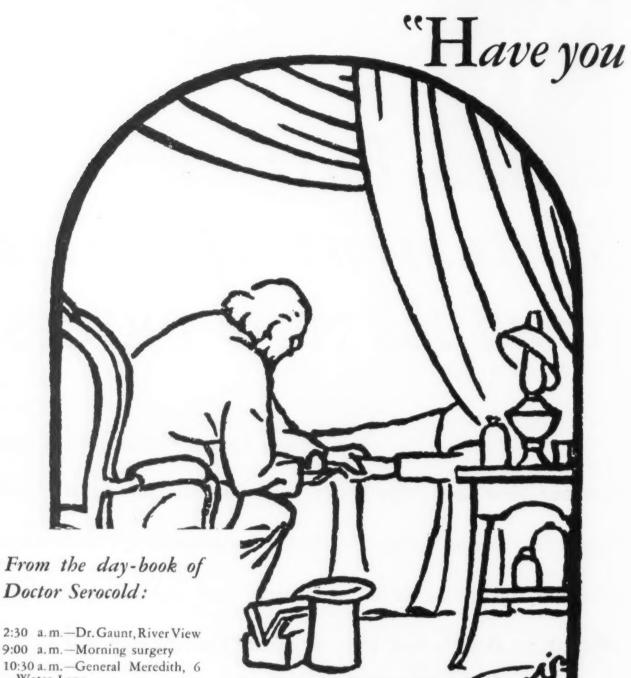
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Further Statement of Facts about the NEW PRICES

how our New Low Price Policy will affect the present stock of Doubleday, Doran books now in the bookstores. This is not a price-cut operation. It is an entirely new publishing venture, effecting an entirely new scale of prices. The first step will be the publication on June 20th of 20 fiction titles at \$1.00 each. Naturally, this new price scale applies only to forthcoming titles. All books hitherto published by Doubleday, Doran undergo no change in price whatsoever.

DOUBLEDAY, DORAN



2:30 a.m.-Dr. Gaunt, River View

9:00 a.m.-Morning surgery

Water Lane

11:00 a.m.—Miss Purefoy, The Dial House, High Street

12 noon - Town Council; Medical Sub-Committee

1:45 p.m.-Cottage Hospital: Operations

4:00 p.m.-Mrs. Unwin, Coldharbour Farm

5:15 p.m.—Lady Catterick, Carfax Hall

6:00 p.m.-Evening surgery (missed)

9:00 p.m.-Mrs. W. Sinclair, Gayfere Cottage, Water Lane (Bridge)

11:45 p.m.-Mrs. Perkins, 15 Station Road

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Here is one novel that will justify any word you say for it. It warrants —and will reward—your utmost enthusiasm.

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by Helen Ashton

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Published July 1st

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July 31 \$1.00

THE CREATION OF A HOME by Emily Newell Blair

Mrs. Blair's answers to the questions of a daughter setting out to create a home of her own. A practical book for the modern girl.

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Edited by Waldo Frank

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September 5 \$2.50

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by Herbert Gorman

The author of THE INCREDIBLE MARQUIS publishes his first book of poems in five years. September 5 \$2.00

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by Lizette Woodworth Reese

A new volume of exquisite, fragile verse by one of the most famous and best-loved of American poets. September 5 \$1.50

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BRASS ANKLE:

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A burlesque of Dumas by the man Charlie Chaplin describes as "the first humorist in the world." Illustrated by the author.

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Adapted from the French by Dr. Joseph Collins.
Winner of the Prix Minerva for 1930—a subtle and engaging story of the love-life of three girls.

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Through a description and a discussion of men's faces this extraordinary book shows the degeneration of the age.

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September 19 \$2.50

A fortnightly new novel at \$1.00, in accordance with the policy announced in The Publishers' Weekly of May 24, will be issued, beginning this week, with MURDER IN PARIS, a mystery novel by Alice Campbell, author of WATERWEED and JUG-GERNAUT (June 6, \$1.00). We shall also issue reprints of nonfiction at \$1.00: Herbert Gorman's THE INCREDIBLE MARQUIS September 12, and Lizette Woodworth Reese's A VICTORIAN VILLAGE September 26.

The FARRAR & RINEHART list from September 26 to December 5 will be announced in The Publishers' Weekly June 21.

FARRAR & RINEHART, Inc. **New York City** 12 East 41 Street



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WHEN THEY ASK YOU

What's really at the back of this price-cutting stampede?

What's this novel with the themesong that all the reviewers gloat over without quoting?

What's the really final inside dope on who ran the War and over-ran the Peace?

What's this book about 1866, the year that the N. Y. Times said "determined the future of the United States"?

Where can I find out what Edwin Seligman, H. R. Mussey, Jerome Davis and Norman Thomas think is going to happen to us all in the future?

What's the best travel book about Germany?

What's the best new biography?

Why can't American writers stay home?

GIVE THEM

"Notch's" KING MOB

L. Powys' APPLES BE RIPE

Clemenceau's GRAND-EUR AND MISERY OF VICTORY

Beale's THE CRITICAL YEAR

Page's THE NEW ECO-NOMIC ORDER

Untermeyer's BLUE RHINE — BLACK FOREST

Papini's SAINT AUGUS-TINE (published June 19th)

Josephson's PORTRAIT OF THE ARTIST AS AMERICAN

HARCOURT, BRACE AND COMPANY - 383 Madison Ave., N. Y.

The PUBLISHERS' WEEKLY

THE AMERICAN BOOKTRADE JOURNAL

NEW YORK, JUNE 7, 1930

The Publishing Industry Discovers Economics

O. H. Cheney

Vice-President, Irving Trust Company, New York

The Events Leading Up to the Front-Page Dollar Book Announcements of Two Weeks Ago Developed With the Logic of Economic Cause and Effect

B OOKS have at last become front-page news, along with tariff, base-ball scores and lobby investigations. The price for this publicity may be considered too high by some—it is a little like jumping off the roof in order to land in the papers. But, nevertheless, the industry is there, thanks to the headline writers' visions of a "price war."

What is the significance of these announcements of price reductions and counterblasts and calls to arms? Of the direct effects it is difficult to prophesy—the major scientific basis of book publishing has always been a sort of aesthetic astrology, whereas the future will be decidedly concerned with the minor art of economics.

The indirect effect, it is hoped, will be significant—because the incidents have already begun to stir the industry to some realization that publishing is a business; that its troubles are, fundamentally, like those of every other business; that its problems are essentially economic and that the solutions to these problems must also be economic. Perhaps the next step will be an attempt to find out just what this economic basis really is.

It will be realized that the present situation is not caused by the sudden ending of our "new era" in the ticker-tape wastebasket. The causes go far back of those days which have joined The Flood in our folklore catastrophes. As in many other industries, the sudden recession has revealed unsound conditions which were unseen under the gilt of our prosperity. Long before last fall, book people themselves were blaming their troubles on the automobile and the radio, prohibition, the shortcomings of dealers, the book clubs, drug stores—and many other causes, going back to the Year 1.

The events leading up to the front page began at least in Gutenburg's time—they have developed with the logic of economic cause and effect. But that does not mean that the course of events has been inevitable—there is no need for discussing economic free-will and determinism, but other industries have proved that these events could have been changed. The significance of the latest developments will be in the question as to whether they will cause the industry to shake off its fatalism.

The publishing industry, economically, has been living in an ivory tower. It has dreamed in a world of its own, and spoken a language of its own. All at once, the ivory has become cellophane.

Suddenly, from the newspapers, the public is getting the impression that the ivory tower was more like a fortress of robber barons, who have been exacting the toll of double prices for books from helpless readers. The public is being told—or, at least, thinks it is—that hereafter it will be possible for publishers to sell books just as entertaining and inspiring and just as sumptuous in format, at half of previous prices—and that the bookseller, printer, author and publisher will all be making more money. Living in an age of miracles, in which we breathe, eat and dress in mir-

acles, we marvel at nothing.

But at least those who perform them, should inquire into them. Obviously, books cannot be published at half price and still maintain the same return to all—per copy. This miracle, therefore, turns out to be another of the wonders of "rationalization of industry" with which Europe has fallen in love. "Volume" is, of course, the secret. The hope is that total sales will be increased—at least in inverse ratio to the price reduction. The sales increase would naturally have to be greater than that or else the present return would be unchanged—and we all know what the present return is.

While the theory back of the price-cut plan is news to the general public, as far as books are concerned, it is one which has been applied in other industries and which the public has come to accept as the profound truth of the philosophy of "Fordism." It has been in process of application in the book business for some time in many disguises—both sober and exciting. As a matter of fact, the scramble to increase the turnover of books has already affected every phase of publishing. materials are assembled in such a way that the physical life of the book is shortened; the contents have become more journalistic (or "timely," as the ads put it) and more evanescent; the merchandising pressure has become more hysterical; the sales life has been speeded up by early remaindering and early reprinting in cheap editions.

This principle of "sell more books" by encouraging, by one method or another, the public to read more—or buy more—has been recognized by the industry for at least ten years and has been expressed in the publisher's promotion activities. Anyone who has spent five minutes studying this cooperative work must be impressed by its sane vision, its sound planning, its enthusiastic enterprise and its efficient develop-

ment. The work has proved itself and has proved that it should be supported in extending its activities. It has proved that the demand for books can be increased—but has it proved that increased demand is the solution to the problems of publishing?

The recent work of the booksellers in guiding the incumbents of the White House in their reading was most laudable—and certainly, even if our future presidents do not read all the volumes, the resulting publicity has added somewhat to the book-consciousness of those little boys who, for some reason or other, never grow up to be President. But even suppose, by some miracle of propaganda, that every family in this country could be made to aspire to the literary heights of the White House and to decide to own five hundred books. What then? Would that solve the publishing industry's problems?

To make people buy more books we must make them read more—that is sound logic. If they have no time, let them give up other activities—let them learn to read faster. Or else, encourage them to buy books to give away—or merely decorate the library table. And then what? Whither, like all sound logic, would this

process lead us?

The plans for stimulating book buying recognize what has come to be known as the "new competition" — or rather one phase of it, inter-industrial competition. Book publishing is not only in competition with newspaper and magazine publishing but it is in competition for time with the movie, radio, auto and with every other industry which offers means of utilizing time; it is in competition with every industry which makes anything that takes up space in the home and is affected by every industry which reduces home space; it is in competition with every other industry for the consumer's dollar.

The new competition between industries leads to the new cooperation within industries to meet the external competition—that is why the publishers are cooperating to get for books their share of the con-

sumer's dollar.

But while the industries are presenting more or less united fronts against the competition of other industries, the new competition is also developing new internal conflicts. This means not merely a more intense competition between two units occupying the same relative position in the industry but also a new competition between units representing entirely different steps in the process of production and distribution. And this new intra-industrial competition is the result of distributive pressure—the pressure of goods seeking outlets and the reverse pressure, or suction, of outlets seeking goods. These pressures are at work in every industry. They are responsible for the multiplicity of new merchandising developments which are making business so kaleidoscopic today.

These distributive pressures abhor a vacuum and will not tolerate an obstruction. Whenever a vacuum is filled or an obstruction blown away, a new merchan-

dising idea is developed.

The usual elements in the process of book publishing are author, publisher, printer, wholesaler and retailer. Every one of these has tried to occupy the position of one, at least, of the others—and the critic has joined in, too. That is why we have authors who are their own publishers-in fact, there are examples of every one of these going into the publishing business. When critics become publishers and retailers, they call themselves book clubs or guilds. Publishers operate printing plants and bookstores; booksellers become publishers: printers and publishers become book clubs; retailers attempt to become a kind of book club. A book club makes a deal with a big mail order house.

The reprint edition business becomes organized and finds new outlets. Regular book publishers go into the reprint business individually or collectively. With equal logic the reprint publishers will become "regular" publishers of new books.

Meanwhile the flood of volumes gluts shelves and threatens the market continually. Remaindering becomes organized and develops new outlets. Outlets discover books as merchandise and begin to seek salable books—and such books are either found or produced.

In all publishing industries such developments are bursting into competition every day. Paper makers become newspaper publishers and retail chain stores have a whole group of new magazines synthesized for their special needs.

With new developments crowding on

each other's heels, can its critics continue to say that the publishing industry is suffering from conservatism, unprogressiveness, senility? It would seem, just now, to be suffering rather from too much progress. If it has hardening of the arteries, it also has measles. It couldn't hope to be immune forever from industrial ailments. And mumps in middle-age are always more painful than in childhood.

The publishing industry's troubles are due not to lack of progress, but to uneven and unbalanced progress — it is getting ahead of itself and tangling up its feet. It isn't ready or even half organized for the merchandising conditions and methods

which confront it.

Mergers and combinations, alarums and discursions. With it all, the number of publishers has doubled in the past ten years and the annual number of titles has risen from 5,700 to 9,000. How many have time to read thirty new books a day? One leading critic has recently suggested a disarmament pact among publishers, urging a plan to reduce the number of new titles. Certainly it is becoming difficult to greet each new book as enthusiastically as does the blurb-writer.

As in every other industry, every new quirk in merchandising is hailed—at least by its inventor or discoverer—as a panacea for distributive ills. Some day, the book industry will realize, as others are beginning to realize, that there is no panacea—there is no philosopher's stone of merchandising magic—there is no one best method of distribution. There are many good methods—and they will all have to get along together—and some will probably be improved.

Each method has its logical place and function in the structure of the industry. Some may overlap—but there will be a minimum of confusion only if there is earnest and vigorous and intelligent guidance from the industry as a whole. Without such guidance, too often, multiplied demand in other industries has meant simply multiplication of losses, wastes, frictions. Those industries which, in desperation, have resorted to uneconomic means for stimulating demand have found themselves forced in the end to take some kind of economic Keeley cure.

In the publishing industry, the indis-

criminate multiplication of outlets and the confusion of values will become more and more aggravated unless steps are taken to guide the growth of the industry along orderly lines, on sound economic structures and with the cooperation of the whole industry—not merely one factor in it.

As in other fields, the publishing industry has heretofore generally attempted to solve its problems by dividing into its elements, each sitting in a corner and making faces at the others. Some industries have begun to work out plans for solving their problems by industry-wide cooperation

rather than by face-making and name-calling. They are developing procedures for finding out facts; for cooperatively studying economics; for judging trade practices from the point of view of the benefit of the whole industry; for giving every element an opportunity to express its grievances without headlines; for acting for the prosperity of the industry as a whole.

And only by giving every responsible element in the industry—everybody who is engaged in every phase of it—an opportunity to contribute to its growth, can the publishing industry achieve prosperity.

New Orleans As a Book Market

John Dandridge Stanard

Former Literary Editor, The Chattanooga Times

TEW ORLEANS, the gateway for the rich Mississippi Valley and the nation's second port, is not a city of book buyers! Widely conceded to be one of the most delightful cities in America, New Orleans with a population

of 450,000 is a modern metropolis that is regarded financially as the strongest in the South. Surely with this wealth and population it would seem reasonable to assume that New Orleans would buy books. It can, but it doesn't.

Why, as stated in the opening paragraph, is it not a reading city? Why do the citizens of New Orleans find their diversion in other directions? Perhaps it is because books have not been successfully sold to them, though there are

other factors such as the city's large Negro, Italian and French population, not to mention the very high percentage of illiteracy.

The problem that faces the New Orleans bookseller today, as well as the booksellers in every leading southern city, is largely a question of proper merchandising and though experts in the art of creating demand for the publishers' wares have attempted to improve the New Orleans market, there is still much progress to be made

Many of the New Orleans booksellers feel that there is a lack of effective cooperation between them and the publishers whose products they stock, though they believe that their city, as well as the entire South, is a potential book field of un-

doubted importance. These booksellers feel that if there is to be any important increase in southern book sales, it will be only brought about through an increase in the publishers' interest in his dealers in the far south. They feel that the greatest handicap is in the lack of a really interested attention at the publishers' office to their letters and to their special needs.

This problem of reliable mail service, if solved, will prove the major aid to the

merchandising problem that faces the New Orleans bookseller today. Each of these dealers possesses a different idea as to how this better contact can be inaugurated, yet a consensus of their ideas may give the publishers this plan for their consideration.

Since travelers come to the South so infrequently why should not each dealer be furnished with the name of an individual in the office of the publisher with whom he trades so that when it is necessary to



The drawings illustrating this article were done by E. H. Suydam for Lyle Saxon's "Fabulous New Orleans," Century.

write the firm, his letter will be addressed to a positive agent and receive that individual's personal attention and understanding. Under present methods the letter from New Orleans may pass through the hands of frequently changing and uninterested clerks, and that often means delay, and delay means irritations and lack of sales.

As one example of how the lack of understanding of the home office service may cause the loss to a publisher, not only of the good will of a New Orleans bookseller, but also of the chance to cooperate in advertising his wares, an instance can be given of what happened to one bookseller when a recent book by a New Orleans author was about to be published. The dealer wrote the publisher and requested display material for the book by stating in his letter that "due to the large following which the author has here, we are giving our whole window to the display of his new book and will appreciate sales material from you as well as publicity material we can hand to the local press, etc." The only answer was: "We have referred your request to 'Mr. X' who will write you shortly." And "Mr. X" did not write! The chance of creating excitement about the book went by.

If so reasonable a request from a New Orleans dealer was ignored, can it be true that there are scores of like instances caused by the lack of reliable service at the publishers' end of the line, both in answering letters asking for information or supplying advertising material, or in the dispatching of orders? And what is true of this case in New Orleans can be applied, I believe, to the many scattered and "isolated" cities of the South. By "isolated" I mean isolated from quick impulse from the publishing headquarters. The book salesman traveling the South, because of the distance between the South's principal book centers, does not get around to the individual dealer as often as the northern bookseller visits his customers, which makes it specially important for the publisher to see that his home office service to the South is prompt and efficient.

To the South, too, it often is the habit of publishers to send their least experienced salesmen. The total possible sales per week are less than in the northern market



and the salesman who is interested in drawing a larger pay check asks for a northern or Coast territory because the "jumps" are not as far from city to city and he can cover more book accounts in a smaller amount of time.

Where the publisher may fail to get his publicity material into the columns of a paper through his usual channels, it can often be accomplished if the dealer in a certain community is allowed to present the story as coming directly from him. And at the same time the publisher will make a better contact with his southern dealer, a contact that cannot help but work towards their mutual advantage.

It is well for the publishers to remember that New Orleans produces some of the South's leading authors, among them Roark Bradford, who pictures the southern Negro as few writers do or can ("Ol' Man Adam and His Chillun," Harper, dramatized as "Green Pastures" the Pulitzer Prize Drama for 1929); Lyle Saxon, who has woven all the romance of the South into his books and Oliver La-Farge, who won the Pulitzer fiction prize this year. And why these comments on

New Orleans' authors? Simply to illustrate by example from this one city, the large number of southern authors who have gained a wide market for their books throughout the South. The statement "A prophet is not without honor save in his own country" is untrue of New Orleans and, I believe, untrue of most southern cities.

Of the bookstores in New Orleans, two of the leading department stores, D. H. Holmes Co. Ltd., and Maison Blanche Co., have the usual type of department store book departments. The stock is well arranged, and window displays are frequently made. The clerks know everything except the art of selling books. I have always felt that bookselling in a department store was a trade, not an art, no matter where that store may be located.

The Pelican Book Shop at 220 Baronne Street, is in the heart of the financial district, and I judge its sales average about 5,000 books a year. The location is excellent, being only one block from Canal Street, the Fifth Avenue of the city. The window display space is twelve feet wide and the displays are always attractive. The shop has been in operation almost fifteen years and has a branch store on Royal Street. From personal observation of the business done, I suppose the Pelican, like the majority of other bookstores in the city, has never made a fortune for the owners.

F. F. Hansell & Bro. Ltd., a fifty-five year old firm, has always had a department carrying general books. School books have been a very large item in the department and since the passing of a law which grants free school books to all school children, Hansell's has supplied the state with its There is a branch store at 128 Baronne Street, in the shopping district, that carries a general line but no secondhand volumes. However, the shop contains a rare book and first edition section. The atmosphere is very informal and friendly and both stores welcome browsers. There is also a department for children, known as "The Rabbit Hole," which is housed on the mezzanine floor. The walls and stairway leading to this department have been decorated by Miss Harrison Hester, who makes a specialty of children's nurseries. All the favorite characters from "Alice in Wonderland" (carrying out the idea of "The Rabbit Hole") walk up the

side wall, while upstairs "Jack and The Beanstalk" and "Humpty Dumpty," adorn appropriate spaces.

Hansell's has a rental library which Dorothy Oechsner, manager of the branch store, claims is used more as an accommodation to the store's customers than as a money making plan, since the management prefers to specialize in selling books rather than in renting them. However, the library is kept well up-to-date with all late fiction and the best selling non-fiction titles. The major portion of the store's trade consists of sophisticated readers and the better type of book is most popular in the shop. Among the store's best sellers at one time or another were Lyle Saxon's "Fabulous New Orleans" and "Old Louisiana"; "Strange Interlude"; "Scarlet Sister Mary"; "Henry the Eighth"; "Elizabeth and Essex"; "Kristin Lavransdatter"; "The Wanderer"; "The Tragic Era"; Ludwig's biographies; "All Quiet On The Western Front" and Dorothy Par-The shop's two favorite ker's writings. poets are Edna St. Vincent Millay and Edwin Arlington Robinson. Miss Oechsner says there is a steady demand for wellillustrated and attractively-bound editions, such as Poe's "Tales of Mystery and Imagination" illustrated by Harry Clarke.

Hansell's makes use of window displays and changes them weekly. Occasionally a particular book is featured though more often the window is a general one. The store keeps in touch with schools and like organizations. Miss Oechsner frequently gives talks before groups of people interested in books. There are two salesmen in the book department and during rush periods extra clerks are employed. All books are carefully looked over by the sales force so that when recommendations are requested by a customer, some one in the store can speak with authority on each book.

"Customers have learned to rely on our judgment, and we almost always assist them in the selection of their books," says Miss Oechsner. "We encourage browsing but we are careful to see that if a purchase is not made it is because the customer showed no inclination whatever to buy."

For the past two years the store has held each January, a clearance sale of all left over and soiled or slow moving stock. As a general thing, it has been found that "bargains" do not appeal to the New Orleans book buyer. The store uses both newspaper and direct mail advertising, sales being advertised in the newspapers while lists of the better books are sent direct to a selected list.

Of all the bookstores in New Or-

leans, whose managers I questioned for information in writing this article, Hansell's was the only store that expressed the opinion that the book selling situation in the city was improving steadily, that the people were reading more and reading a better class of work.

Siler's Inc., a bookstore that has as its motto "Book service as well as books," dates its business from 1926 when the present corporation succeeded to the business of S. D. Siler, who opened his store in 1910. The location of the business at 1000 Canal Street, corner of University Place, is in the high rent district, the store paying \$11,000 a year rent. There are five show windows and three doors.

According to S. D. Siler, president of the firm, the chief problem of the store is the old question of merchandising. Sales are developed largely from books displayed in the windows or on the tables.

"We could not meet our overhead if we confined ourselves to regular stock at regular discounts so we are in the market for jobs and remainders," says Mr. Siler. "Business in the early part of 1929 was very good but during the last part of the year it has been decidedly falling off, due in part, we think, to the reaction of the stock market crash and also to the long continued strike in New Orleans of the street railway employees."

It will be noticed that Mr. Siler states that "We could not meet our overhead if we confined ourselves to regular stock," confirming my opening statement that "New Orleans is not a city of book buyers." He says, also, that the volume of sales on the new fiction is not sufficient to



support his store or guarantee it a reason able income; and what is true of the "regular stock" condition at Siler's Inc., I believe to be true of all bookstores in New Orleans, the exception being, perhaps, Hansell's.

Siler's Inc., operates two stores in New Orleans and

one in Gulfport, Mississippi, which deal in books exclusively and maintain a very successful library in each of the stores.

In the French Quarter of New Orleans will be found the majority of the second-hand shops, many of which carry little or no new fiction. In the Quarter is found also a most unusual store, Bertha Rolfe's Bookshop at 621 St. Peter Street. A special article on this shop will appear later in the *Publishers' Weekly*.

Most of the shops in the Quarter are short lived, as it is here that the majority of the Italian and French-speaking population lives, as well as numbers of writers and artists who do well to provide food and shelter for themselves, very few having the funds with which to purchase books.

In conclusion, it seems to me that it is within the power of the publishers who seek to market their publications in New Orleans, and in the South, to increase their volume of sales, but I doubt if this program can be carried to a successful conclusion without more complete cooperation between publisher and bookseller, without an extensive campaign on the part of the publishers to increase the efficiency of their service from the home office and the adoption of some plan through which the bookseller can feel that he has a personal and an intimate connection with someone in the office through which he does his buying.

Such suggestions will, I feel, prove their worth, and will help stimulate the pleasant occupation of buying and selling books, not only in New Orleans, but throughout the South.

Favoritism in the Circulating Library

Draper Gill

T is natural for a librarian to be more interested in patrons whose tastes coincide with her own, and to favor them with the new books she knows will interest them. Her attention is appreciated, and these patrons will undoubtedly borrow more books, and come to depend upon her in making a selection. All well and good. But a circulating library has not an altogether discriminating patronage from the literary standpoint, and women preferring desert stories, sex problems, and happy romances must be pleased, as well as men whose choice runs to westerns, mysteries, adventure, lively sex The problem would not exist if themes. individuals desired the same sort of reading matter all the time, but moods vary, and popular authors such as Mazo de la Roche, Warwick Deeping, Walpole, Galsworthy, Mathilde Eiker, John Erskine, Edith Wharton, Susan Ertz, etc., create a general demand. One must see that everyone is satisfied, within reason, and that those who like Temple Bailey, Peter B. Kyne, Louise Gerard, Ethel Dell, Pamela Wynne, McCutcheon and Farnol, ordinarily, have an opportunity to read muchtalked-of books of the hour also.

If it were possible to have a less limited budget of expenditure, patrons would soon learn to make their own choice from the completely stocked shelves, but if the latest Edna Ferber is desired, and not therethey will wait and sometimes refuse any other title because they "felt just like reading 'Cimarron,' today, especially since a friend recommended it." What to do? Get the book and notify the person as quickly as possible when it comes in. Don't file it, or give it to someone who will be just as well satisfied with Fannie Hurst or Anne Parrish. If another person asks for "Cimarron" meanwhile, try to substitute until another copy comes in. people respond to the notice immediately, the library machine runs fairly smoothly,

but if they do not, it is only just to let someone else have the desired title. Public Library system is good, with twocent charge for postal notice, having the date and time limiting the reserve indicated. The only drawback is that patrons grow impatient in a circulating library and expect quicker service, since they are paying rental fees. I tried suggesting a twenty-five cent reserve charge for titles most in demand and not very often in file while very new, but ruled it out because people were lax about stopping by for a book that they were already paying for, and thus kept it out of general circulation longer than was convenient for me, with other requests for it constantly coming in. Also, persons in moderate circumstances complained that reading was too expensive on that basis, and however eager or unpleasant, would belong to several libraries rather than pay reserve fees to any one.

Obviously, stock must be varied to meet all tastes, and the most remunerative are, of course, the most sensational or well advertised. "Scarlet Sister Mary," "Farewell to Arms," "All Quiet on the West-ern Front," "Well of Loneliness" (at a special rate), and "Ex-Wife," were excellent investments, and it was possible to purchase more than the usual number of duplicate copies because "the world and his brother" were reading them. Even with such books, then fresh from the press, it was necessary to keep a list, and for a while to proffer them to people in turn. I believe it is the only fair way. Exceptions can be made with people who read swiftly, who will return a book within twenty-four hours, and so not deprive the person to whom it was originally promised. One is thus enabled to keep a larger number of people satisfied.

I once assisted a librarian who had just taken charge of a large library in a wellknown bookshop. The first few days were bedlam, nothing less, because the preced-

ing librarian had saved special books for a host of people with little regard for the other patrons, and they couldn't understand why the new books were in circulation instead of reposing in a hidden nook awaiting their (the chosen ones') arrival, be it soon or late. Several years later I took over a smaller library, and from the first decided to avoid just that, although there were times when individuals were insistent, and I would feel compelled to give an ill-natured customer a book promised to one of more cheerful mien. possible, I would so inform the latter, and give it to him next, without fail. There are always a few tyrants, whose money, alas, is as desirable and necessary as another's, and who force us to compromise.

One soon gets to know a large number of patrons, and must not contradict too openly, or antagonize or "shock" those whose opinions are at variance. On the whole the relationship with those whom one serves is interesting and pleasant, and indeed, it is the librarian herself who must be careful to play fair on all occasions, and offer stupid people dull and fickle literature as graciously as though both person

and book met with the highest approval. Again, it is foolhardy to buy for even a good patron of kindred tastes, a book so unusual that only he will enjoy it, and perhaps a negligible number of other patrons. The library must pay.

Time is valuable, too, to yourself, and your firm. Interesting persons tempt one sorely, and a half hour will slip by unheeded, especially if there are few interruptions. Discretion must be used here, with regard for the customer's attitude, and the amount of work to be accomplished. It is impossible to organize duties fully and at the same time discuss at length, mutually agreeable subjects or the comparative merits of delightful writers. The brain will not always rebound quickly from fascinating personalities or sheathed dagger in Robert Nathan's style to a hurried request, oft-repeated, "I want a good love story, a little spicy, you-knowwhat-I-like!"

In short, a librarian must be at once social, "human," and diplomatic, in order to handle successfully the multiple personalities which are revealed in library patronage.

Small Bookshop Management

Franklin M. Watts

CHAPTER III

Physical Layout

UCH of the future success or failure of a small bookshop depends on the location secured. The amount of rent paid will depend on the size of the city and the desirability of the location. The most important factor in a correct location is the close proximity of other high grade shops. The book buying public combines a high grade of intelligence and a high spending power. Chain stores as a rule are in the highest priced locations, as they depend on a large volume of traffic. Most cities have an exclusive shopping district, which is either at the end of the shopping district toward the high grade residential district or on a side street from the main shopping street.

This is the ideal location for the book-shop.

A shop that is to specialize in a special type of book has to be in a location which people interested in that type of book frequent. A business bookshop has to be in the district where business men, of education and means, shop. A shop specializing in children's books should be in the district containing the exclusive children's shops.

A small bookshop is better than a large one. A shop with a twenty- or twenty-five foot front with a depth of twenty-five to forty feet deep is the best size. In this way the shop can be filled with books at a moderate cost for stock. An air of intimacy can be created. A bookish atmosphere is not hard to create in a room only a little larger than a private library. How much rent should be paid? This is an academic question, as conditions vary. In or near New York City a rent of 8% can be paid as there will be little expense for shipping of books. In the South, Middle and Far West not over 5% of sales should be paid in rent.

Shop Name

The beginning bookshop owner will have a lot of fun choosing the name for the shop. Usually a name is chosen to describe the location or the stock. If the name can be both distinctive and appropriate so much the better, but appropriateness is the most important quality for the name. Names can't be changed readily. One should be chosen that will endure. It should be kept in mind that a bookshop is a business and should be named as such. Some bookshop names would be fine for a summer cottage but are poor for business purposes.

Outside Sign

Many land lords and city ordinances prohibit outside, overhanging signs. If a sign can be erected at a moderate cost and will be seen readily then it is a good expenditure. More often than not the money can be better spent in other ways. The window should contain the shop name in dignified legible letters. Elaborate decorations are apt to detract from the display. It is an expense that can be postponed for the first year at least.

Lighting

There should be sufficient light in the shop so that a person can read easily any place in the shop. The quaint, dark rooms of the old-fashioned bookstores might have been satisfactory in the good old days, but people want light in this day and age. Overhead fixtures that come in the average show room are poor both from the point of efficiency and appearance. For a small shop the new indirect lamps that are being sold in large numbers for bridge playing are excellent. They will give a refined appearance, yet will diffuse the light. While a little more costly than direct light they are well worth the difference. A lamp salesman gives the following tip, "Buy a plain rather inexpensive base and spend the rest on a good shade—that is what shows."

Shop Arrangement

Two factors are to be considered in arranging a bookshop. This first is the customer's convenience. The second is the shop's welfare. Customers dislike to have to crowd past others in bookshops. They want to stand at the shelves and look over books without molestation. All aisles should be a minimum of four feet in width. All shelves should be arranged so that a customer will neither have to stand on tip-toe to read titles on the top shelf nor stoop to read those on the bottom. The top shelf should be not over six feet from the floor. The ledge along the bottom should be at least twenty-eight inches from the floor. Under this, storage shelves can be placed.

Equipment

The first principle of display is to let the customers see as much of as many books as possible. Books sell much more rapidly when customers can see the face of the book rather than the back-bone. As many tables should be used as possible. On these should be placed the best selling Tables thirty inches high are the best. Any width is satisfactory up to five Under the table should be a shelf. as it affords an excellent place for additional stock. With few exceptions no stock should be kept in the stock room. Most stores have locked the stock room and thrown the key away. Unless appealing to an ultra exclusive trade, painted wood shelving and tables will be satisfactory. Mahogany is for the large, established stores. It has the disadvantage of being both expensive and cold.

Arrangement of Stock

There is one best place for everything in the shop. Much experimentation will be necessary to find that one space. The front should be reserved for the books that will sell on sight. These are the current best sellers and inexpensive editions of former popular books. These two classes appeal to everyone who enters the shop either for himself or for gifts. No other class of books has the same appeal. People will walk to the back for the rental library. Customers want quiet in looking at fine editions, poetry, and classics. These should

be placed in the rear—opposite from the rental library.

Wrapping Counter

In a small shop the wrapping counter can be in the center if it won't be too conspicuous—otherwise it should be at the side. The center of the wall shelves on the side of the rental library is a good place. This need not be a large space, as books are very easy to wrap. Under the counter is room for the string, paper, and stickers. Right above the wrapping desk or at the side is the place for the cash register. Nearby is the best position for the reference books and the file of recent Publishers' Weekly.

Business Desk

A place should be provided for a business desk. It should be behind a partition

or in some other inconspicuous place. Grouped together should be a letter file, typewriter, and desk. The only purpose for a desk is as a place of work. Everything should be arranged so that the maximum work with a minimum effort can be accomplished. When one has finished using the desk, if it is on public view, it should be completely cleared. In very cramped quarters a desk can be used as a table except in the first morning hour.

Receiving Room

If there is a rear entrance there can be a receiving room partitioned off back there. Here all incoming and outgoing packages will be kept. Here also is the place for the business desk, racks or lockers for wraps, and any storage. Sometimes a basement room is available and this can be used.

Philadelphia Booktrade News

Joseph E. Molloy

of the Philadelphia Inquirer

HE latest addition to Philadelphia's distinguished group of dealers in literary rarities is Charles J. Miller, formerly of Campion and Co., who has opened offices in the Integrity Building, 1528 Walnut Street, under the name of the Integrity Book Company, Inc., with a stock which includes first editions, autograph letters, books in fine bindings, sets and rare manuscripts.

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The youngest Philadelphia publishing house, the du Barry Press, 1903 Locust Street, announces that the first book in its series of "Distinctive Dollar Books,"—"Ex-Virgin", —has gone into its second edition. The second title in this series, "Prohibition: What a Racket!", evidently a book with a message, will appear early this month.

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The current campaign of former Governor Gifford Pinchot for re-election has done much to attract public attention to his recent South Seas expedition, and to his own story of that trip, "To the South Seas," published by the John C. Winston

Company. The week of the book's appearance Wanamaker's gave it an elaborate display in a Market Street window, and within three weeks the Philadelphia Record was reporting it as the best-selling non-fiction title in local stores.

Announced for May publication by the same house is "The World's Great Adventure: the Story of All Polar Explorations for One Thousand Years," by Dr. Francis Trevelyan Miller, with forewords by Gen. A. W. Greely and Henry Fairfield Osborn, president of the American Museum of Natural History. Half of the first edition of 20,000 copies has been sold prior to publication.

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May 1st brought the annual Walt Whitman dinner to the Bellevue-Stratford. Dr. Alexander MacAlister, Whitman's physician, came on from New York to act as toastmaster, and Dr. Robert Norwood, rector of St. Bartholomew's Church, New York, and well-known here, was principal speaker, chiding Philadelphia for its slowness in recognizing the greatness of Whitman, "America's poet."

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June 7, 1930

HOLD every man a debtor to his profession, from the which, as men of course do seek to receive countenance and profit, so ought they of duty to endeavor themselves, by way of amends, to be a help and ornament -BACON. thereunto.

Booksellers' Busy June Calendar

UNE, 1930, offers an unusual number of news events around which the booksellers will be featuring displays and special promotion. The middle of June marks the return from the Antarctic of the Byrd Expedition, the climax of all the discussion on the long winter siege of this hardy group. This offers an opportunity to display books of all kinds on polar exploration and to have unusually effective windows with background suggesting the Antarctic. Both young people and old are interested in the details of exploration.

On June 12th the actual anniversary of the arrival of the Puritans in Roston will be celebrated, and from this date, the many state celebrations will begin, and echoes of these will travel throughout the country. Massachusetts expects to welcome hundreds of thousands of visitors this summer, and travelers will want reading matter and travel books on New England. Displays of this kind can be backed up with the big Picture Map of Massachusetts which the Publishers' Weekly office will issue in full color in the series similar to its Picture Map of France. The map, of which the price is \$2, will be ready for delivery June

The President this year will be traveling throughout the national parks, and the

press will be full of dispatches from one park or another and special articles about the beauties of America's national playgrounds. A number of fine books on this subject are available, including the recent one called "Oh Ranger!," published by the President's own university at Stanford, written by Horace M. Albright and Frank Taylor. Mr. Albright is director of the National Parks Service, and will have the President's vacation in charge.

From Europe will come dispatches and news letters about two great events, the decennial repetition of the Passion Play at Oberammergau, suggesting the display and promotion of books on this subject, and also the many celebrations of the five hundredth anniversary of the active years of Joan of Arc, who, in 1430, had reached

the crest of her influence.

The Pulitzer Prize awards are still pulling quantity sales: La Farge's "Laughing Boy" (Houghton), Aiken's "Selected Poems" (Scribner), Connelly's "Green Pastures" (Farrar & Rinehart), James's "The Raven" (Bobbs), Van Tyne's "American Revolution" (Houghton). The John Newbery Award to the most distinguished book for children will be announced from the American Library Association Convention at Los Angeles on June 24th.

New Survey of the Book Business

ITH the problem of bookmaking and book distribution more widely discussed than ever before in the public press, it is extremely opportune that the survey of book publication and book distribution made under the direction of the Carnegie Corporation is shortly to come out in book form. R. L. Duffus, well known for his work in research and special articles and author last year of the volume called "Mastering the Metropolis," which was a condensation of all that had been found out by the New York Planning Commission, has been at work on this book survey for many months, and Houghton Mifflin has in hand the manuscript which was completed the end of May and rewritten in part to take into consideration the discussion that has recently been aroused by announcements of price levels. Such a survey, made by one who is trained in the evaluation of facts and who is

neither a publisher nor a bookseller may be expected to be impartial, sane and stimulating. The field covered by the book is indicated by some of the chapter headings, "The First Hundred Years," "The General Publisher," "The Jobber," "The Public," "Special Ways of Selling Books," "The Book Clubs," "Bargain Counter Books," "The Bookseller," "How Public Libraries Grew," "Some City Libraries," "Books in American Life." This book will interest the trade primarily and will be sure now of a wide popular reading as well.

Price Levels

The question of price levels on books has continued to be the chief subject of discussion in the booktrade, both in the publishing centers and throughout the country. One bookseller, Eugene Sommer, was so anxious to be completely in touch with what was going on and what it might mean that he traveled from Berkeley to New York to interview publishers.

The press comment has been extremely varied, full of hopes and doubts. The United States Commissioner of Education takes this occasion to say that America has always paid more for her books because of a vain interest in their appearance. He thinks books will be cut in half and ought to be cut in half if people would take paper bindings. He does not, however, note that the saving by using paper is only 6c to 10c and that the real economies of bookmaking must come from quantity production.

Printers' Ink, always an interested commentator on booktrade matters, says edi-

torially on the 29th:

"The stampede of the book publishers to sell books at lower prices may or may not be significant. At present we are inclined to believe that it is not one-half so significant as the book publishers would like to think it is.

"The reasons for the announcement on the part of a number of publishers that in the future they will sell new fiction at prices ranging from 50 cents to \$1.50 are many. First comes the fact that book sales during 1930 haven't been too good. Second, the publishers see the tremendous development of the reprint business. Third, the growth in the business of selling 'publishers' remainders' through drug, cigar and other non-bookish outlets has been surprising. Fourth, there is the fact that the average bookseller, even though he has been treated to a series of pretty thorough lessons in merchandising, is not an aggressive retailer.

"Clearly it is time for the publishing industry to do something to save itself and bring books into their proper place in the scale of merchandise. It is rather doubtful if a cut in price will prove to be a cure-all. To make the price cuts that are contemplated, the publishers will have to make certain economies. They can give the authors less, they can put a little poorer grade of paper in the books, they can cut down on the advertising appropriation.

"We do not think that the publishers can afford to cut their advertising. There are plenty to say that the industry doesn't know much about advertising, but publishers cannot dodge the fact that book advertising has been of great help in bookselling. Any lessening of advertising effort will be a great mistake. We have seen too many examples of advertisers who believed that a price cut would be a good substitute for advertising and who have suffered because of their belief to suggest that any industry or any group within any industry ever follow the same course,"

In the same issue an article by Ruth Leigh says: "What critics of the book publishing business have failed to realize is that fundamentally the present book situation is not the result of deliberate backwardness or unprogressiveness. Among leading publishers the issue is not, 'Shall we change our methods and policies?' but 'What can we do to meet these new conditions in retail distribution, in consumer demand, in book merchandising generally?'"

Business Week, published by McGraw-Hill Company, says editorially: "Critics say they would be less skeptical of the new move if it had come more gradually with a carefully prepared program. They point out that Doubleday, Doran's much-cited success with \$1 non-fiction has been made with reprints of established works, which, in their original runs, had defrayed the cost of plates, the overhead for finding manuscripts, and a share of the advertising expense in 'selling' the title and author. Enthusiasts claim that the lower price will enable books to compete on a more equal

footing with the radio, movie, magazine, and rental library. Selling is not yet an exact science in the book business, but publishers have some fairly carefully compiled guide posts. A novel is seldom accepted if it is not worth an initial run of from 3,000 to 6,000 copies, but a new author that sells 15,000 is looked upon as a wonder. Known authors are likely to sell from 5,000 to 50,000. Authors, generally, seem game to accept the gamble of a lower rate but a bigger return if the book goes over on a mass basis."

The Authors' League has appointed a special committee to study the question as it affects authors. The secretary of the Authors' League, speaking as an individual, could not believe that the authors had anything to fear from a change in plan. as anything that brought authors wider circulation might bring them a greater public and larger income from other sources

of revenue.

It has also been pointed out that, while under the present plan an author gets approximately 30 c. on each \$2 novel and 5 c. on the reprint, under the proposed plan the author will get 10 c. on each copy of the new \$1 edition and that 10,000 copies of the first edition and 30,000 of the reprint would bring the author the same income as 45,000 copies sold at \$1.

The Boston Authors' Club has appointed H. Addington Bruce as head of a committee to look into the situation. The Boston Transcript, in interviewing Mr. Bruce. quoted him as attacking the mass production method of many publishers of slaughtering books for the sake of quick sales and small profits. He protested also against the education of the public by the publishers to demand 'the latest things in books' as one of the factors which has brought about a decrease in authors' royalties and the seeming necessity on the part of some publishers to slash prices."

No further announcements have been made during the past week nor any other plans for a similar type of publishing, and the situation rests with Farrar & Rinehart having four novels ready and one released every fortnight from now till December: Doubleday with twenty titles coming on June 20th (seven of which are from the Crime Club) the most important being the novels of H. G. Wells, P. G. Wodehouse and Kathleen Norris; Simon & Schuster with eight novels announced for fall, exact date not yet announced; forty-four novels definitely listed by three publishers, with more promised on the Doubleday list. Doubleday also announce that during the fall there will be changes in the scale of prices in the non-fiction field. Titles are not given. Several publishers have stated that their lists for this fall would be smaller than those of a year ago. may be the result of the new announcement and the natural tendency after the large production of the past year.

Dollar Book Production Estimate

HEN the announcements that new books of the popular type would be sold at \$1.00 it brought. among the trade, much discussion of pub-

lishing costs. An estimate gathered by the Publishers' Weekly on the production of a new \$1.00 book in an edition of 10,000 is as follows:

Author	 	\$ · . I
Publisher's overhead (30% of the total gross income)	 	 . I
Manufacturing, including paper, printing, binding, designing and p		
jacket		
Composition and plates marked off on the 10,000 copies	 	 .0
Retailer and jobber		
Profit begins after plates are paid for	 	 .0

Such a division of expenses would mean a type of manufacture similar to that of popular reprints. It would mean that the advertising must come out of the 30% overhead, that the author would accept

10% owing to a wider circulation of an increased audience, and that the cost of plates would be wiped out and would thus leave a margin of profit as the sale increased.

Estimate of Costs of Making a \$1.00 Reprint Novel

Author\$.05
Original publisher's overhead including plates	.05
Reprint publisher's overhead and advertising	.17
Manufacturing cost	.25
Margin to retailer or jobber to retailer	.43
Profit	.05
_	
Total	00

The author takes 5c, having received something like 3oc from the original publisher. The original publisher has carried the cost of his plates on the original edition. The manufacturing cost is higher

than it would be on the average 75c reprint which might run about 20c and the reprint publisher's overhead is estimated at a lower figure as there is much less expense in searching for material and risks.

Estimate of Costs of \$2.00 Novel in 5000 Edition

Author\$	
Publisher's overhead	.30
Manufacturing	.26
Composition and plates	.10
Advertising	.15
Retailer or Jobber to Retailer	.84
Profit	.05
T . 1	

In his volume on "In Quest of the Perfect Book," William Dana Orcutt wrote in 1926: "As a matter of fact, the novel which used to sell at \$1.35 per copy should now sell at \$2.50 if the increased costs were properly apportioned. The publisher today is forced to decline many promising first novels because the small margin of profit demands a comparatively large first edition.

"Unless a publisher can sell 5,000 copies as a minimum it is impossible for him to make any profit upon a novel. Taking this as a basis, and a novel as containing 320 pages, suppose we see how the \$2.00 retail price distributes itself. The cost of manufacture, including the typesetting, electrotype plates, cover design, jacket, brass die, presswork, paper, and binding, amounts to 42 cents per copy (in England, about 37 cents). The minimum royalty received by an author is 10 per cent. of the retail price,

which would give him 20 cents. The publisher's cost of running his office, which he calls 'overhead' is 36 cents per copy. This makes a total cost of 98 cents a copy, without advertising. But a book must be advertised.

"A \$2.00 book is sold by the publisher to the retail bookseller for \$1.20, and the bookseller figures that his cost of doing business is one third, or 40 cents. This, then, shows a gross profit to the publisher of 22 cents a copy, to the retail bookseller of 40 cents, and to the author of 20 cents.

"The net profit is considerably less. A book requires advertising, and every \$50 spent in this way adds a cent a copy to the publisher's cost. The free copies distributed for press reviews represent no trifling item. A thousand dollars is not a large amount to be spent for advertising, and this means 20 cents a copy on a 5,000 edition, reducing the publisher's profit to 2 cents."

In the Bookmarket



From "It's Still Bologney" by Joseph Fishman, Doubleday.

E recently stated that the cross word puzzle books to be issued to the members of the new Cross Word Puzzle Book Club would not be available in bookshops, and we have been hurriedly corrected Simon and Schuster who say that the books will be most readily obtainable in all book-

shops. So We also unfortunately erred in our best seller list in giving Macmillan as publisher of "The Book of Courage" by Hermann Hagedorn. Winston is the publisher of this juvenile best seller of long standing. So Willy Pogany is illustrating three juveniles to be issued in the fall by Dutton: "Rama: The Hero of India" by Dhan Gopal Mukerji, "Hungarian Fairy Tales" by Nandor Pogany and "A Child's Garden of Verses."

Richard Hughes, author of "The Innocent Voyage" is in Morocco. Glenway Westcott is in Paris writing a novel of New York life. Distance lends enchantment, particularly in June & & &

The S. S. Ile de France adds to her already luxurious equipment by bidding for the services of Lelia Hattersley, author of "Contract Developments," a bridge book from McBride. Mrs. Hattersley will sit in official judgment and encouragement over the bridge tables in a salon of this transatlantic steamer, teaching vacationists how to bid, how not to bid.

Mary Gladstone in Victorian days kept a diary which has now been published by *Dutton*. ("Life and Letters of Mary Gladstone.") Another Mary, with an equally impressive Victorian tradition behind her, Mary Trevelyan, the great grandniece of Lord Macaulay and the daughter of George Macaulay Trevelyan, has written an historical survey which has the impressive title "William III and the Defense of Holland," and is to be published

by Longmans, Green. Continuing in the historical Macaulay-Trevelyan vein, George Macaulay Trevelyan himself will publish, through Longmans, Green "England Under Queen Anne," in the fall & & &

Ursula Parrott, the original "Ex-Wife," is soon to begin proof-reading her second story, to be published by Cape and Smith under the title "Strangers May Kiss." The book is scheduled to appear the end of July.

The Newland Press is issuing early this month a limited edition of Stephen Crane's "Maggie." It is illustrated with etchings by Bernard Sanders.

Elliott White Springs, author of the once famous "War Birds," aviator in the War, cotton mill owner in South Carolina, has written "Contact" (Sears), a war flying story. One remembers Frances Noyes Hart's most famous short story,—about the war, about an aviator, entitled "Contact," published by Doubleday.

More duplication in publishing effort comes from the Pacific Coast, with two books on the Big Trees of California, the Sequoia gigantea, appearing within a week of each other. One comes from Stanford University Press, the other from A. M. Robertson, San Francisco, dealer and publisher. The Stanford book, first to appear, was "Big Trees," by Walter Fry and John R. White. These authors comment at length on the service done the groves by George W. Stewart, through whose efforts the trees were saved from destruction Sequoia National Park created. Stewart's photograph appears in the book. "Big Trees of the Giant Forest," by George W. Stewart, was issued by Robertson a week later. The author comments at length on the service done the groves by Judge Fry, U. S. Commissioner in Sequoia, and Colonel White, superintendent of the park. The three authors are personal friends; the Stanford house and Mr. Robertson enjoy a close contact; but no one involved knew of the other book befor publication. 38 38 38

In and Out of the Corner Office

The National Association of Book Publishers and of Longmans, Green & Company has returned from London just in time to get the tale of the price level situation. In an interview on the boat he emphasized the fact that the National Association of Book Publishers had no control over the price of books. He said he was particularly interested in determining the reasons or motives underlying the drastic reductions which the press had been discussing.

J. McDonald Walker, owner of the business of E. & S. Livingstone, medical, scientific and educational publishers of Edinburgh, will visit Canada and the United States during June. He would be glad to meet American publishers of similar books who are not represented in Great Britain. He can be reached care of William Wood & Company, 156 Fifth Ave-

nue, New York. & & &

C. R. Everitt has resigned from Harcourt, Brace and Company.

Frank H. Storms, formerly in the business department of the Hearst newspapers, is now on the staff of the Authors' Motion Picure & Radio Bureau, Inc., 535 Fifth Avenue, New York City. The Bureau announces that it is now exclusive representative for Thomas Beer and Emanie Sachs.

A large group of booksellers accepted the invitation extended by the American Book Bindery to the New York Convention to make a tour of inspection through its large, recently completed plant which now covers some six acres of factory floor space. The tour included a complete round from the raw materials receiving room, through the book plate vaults, stock rooms, composing rooms, press rooms and binderies to the shipping rooms. The most frequent comment was on the surprisingly small amount of hand work required to make modern books, which almost may be said to leave the plant untouched by human hands. 🚜 🚜 🕉

"Doc" Wells, the popular manager of the book department of the Powers Mer-



Ward Biddle of the University of Indiana Bookstore recently elected President of the College Bookstore Association

cantile Company of Minneapolis, passed through New York last week on his way home from Europe.

Dr. Lawrence Duggan has just returned from a visit to South America where he has been studying the relationship of American culture to that of the Southern continent, and he says he believes there is a very much larger market for American books there than has yet been developed, a market that can be reached by bettering the contacts with those who handle books.

NOTICE TO PUBLISHERS

The Publishers' Weekly of July 5 will be the "Mid-Year Index Number," listing all new books issued during May, June and July. No charge is made for entering these titles. Lists should reach us not later than June 25.

THE PUBLISHERS' WEEKLY.



The new Appleton delivery truck promoting as well as transporting books

High Court Upholds Friede Fine

◀ HE decision of the lower courts in the case of Donald S. Friede, of Covici, Friede, Inc., convicted of selling an obscene book, was upheld in the Massachusetts Supreme Court to which the appeal had been carried. The book in question was Theodore Dreiser's "An American Tragedy" which Friede sold to Lieutenant Hines of the Boston police as a test case soon after the book was published. The appeal, which has kept the book in the courts for months, was on the refusal of the trial judge to allow the entire book to be read to the jury, instead of certain passages, as the basis of their opinion. The opinion of the Supreme Court was to the effect that it would have been impractical to try the case if the defendant had been allowed to read the long novel to the jury. The opinion also stated that nothing essential would have been lost to the history of the life of the principal character had the passages on which the jury based its decision been omitted.

The sentence imposed on James A. Delacy, of the Dunster House, in Cambridge, for selling a copy of "Lady Chatterley's Lover" to an agent of the Watch and Ward Society, was also upheld.

American Library Association

A MONG the publishing houses that have reserved booths for the annual conference of the American Library Association, June 23-28, at Los Angeles in the Biltmore hotel are Dutton, Little, Brown, Oxford University Press, Samuel French, Winston, Rand McNally, Albert Whitman Company, Macmillan, and Knopf. A number of other publishers not named on

this list will be represented by the Charles W. Clark Company of New York. Subscription publishers will display the World Book, Compton's Pictured Encyclopedia, Encyclopedia Brittanica, the Book of Knowledge, and the Book of Popular Science.

The half-way mark has been passed in the \$1,000,000 endowment sought by the American Library Association, and it is hoped by the Association that the fund will be completed before the A.L.A. Conference in Los Angeles, June 23-28.

Doubleday, Doran and Company, Charles Scribners' Sons, the Grolier Society and the Walden Book Shops of Chicago are the most recent additions to the list of forty publishers and booksellers who have taken \$100 sustaining memberships in the Association.

The sum of \$1,000,000 has already been given to the A.L.A. to furthur its program for increasing book service throughout the United States, and a second \$1,-000,000 is believed by officers of the Association to be in sight with the completion of the present fund. It has been agreed that the public subscription of \$1,000,000 may be raised in the form of sustaining memberships, with an annual membership fee of \$100 counted as a \$2,000 principal contribution. Membership applications may be sent to Andrew Keogh, president of the Association, at the Yale University Library, New Haven, Conn., or to Leonor F. Loree, 65 Liberty Street, New York City.

Lord Cecil Wins Hawthornden Prize

66T HE STRICKEN DEER" by Lord David Cecil, a biography of William Cowper, has been awarded the annual Cowper, has been awarded the annual Hawthornden Prize for the best work of imaginative prose or verse by a British author under 41 year old. Lord David is a member of the famous Salisbury family, and at present is a lecturer in modern history at Oxford. The announcement of the prize was made for the committee by Stanley Baldwin, who said "I think it is a great book and what I like about it is that there is promise of great work in the future." The book was published in this country by Bobbs-Merrin.

"Forum" Buys "Century"

N announcement was issued last week by The Forum that it has purchased The Century Magazine, and that beginning in July the combination will appear as The Forum and Century. There is to be no change in The Forum's editorial policy, and Henry Goddard Leach, editor of The Forum, will direct the joint enter-

prise.

The Century, founded in 1870 by Dr. J. H. Holland and Rosewell Smith who were backed by Charles Scribner, was published until 1881 as Scribner's Monthly. At that time the publication was sold to the Century Company which published it as a monthly until July, 1929 when it was changed to a quarterly. Under the new arrangement, all of The Century's contracts have been taken over for the joint publication.

Dutton Makes "Idea" Awards

THE awards for the Dutton contest for the best ideas and suggestions that will help bookstores display, sell, advertise and get publicity on Dutton books, which closed April 1st, are announced as follows:

The grand prize of \$200 for the best idea of all ideas submitted was given Lois Medcalf and Harry Cowden for their window display in the Morris Sanford Company, Cedar Rapids, Iowa. The first prize of \$50 in group I went to Frank X. Howard for his window in Dutton's Fifth Avenue store. The first prize in group II went to Mary Flett of Manchester's, in St. John, New Brunswick. The first prize of \$50 in group III went to Ward Macauley of Detroit. And, the first prize of \$50 in group IV went to Margaret Swain, of the Bookshop for Boys and Girls, in Boston. The publishers would release no information of the nature of the prize winning ideas, but announce that they will be used in the promotion of Dutton books in bookstores.

What the Chamber of Commerce Finds

A S chairman of the National Business Survey Conference, Julius H. Barnes issued, on June 2nd, a summary of the busi-

ness condition of the Nation as revealed in the study just completed. The postal receipts at fifty, selected, large post offices in April showed a slight increase over March, were the highest total of the year and were above April of last year by a small margin. In the paper and pulp industries, the newsprint demand was equal to April of last year, book paper production was at a fairly high level, the industry as a whole was slightly below last year, but payroll indices were fully maintained as against March and were equal to April 1929. Magazine advertising for May indicates a six percent increase over the same month of last year. while newspaper lineage in April was four percent below that month of 1929. National advertising in leading farm magazines was again at the 1929 level in May after running below in the earlier months. Retail conditions show a substantial improvement, and in spite of the lower prices, many groups of stores indicate a larger gross than at the same time last year. Both retailers and wholesalers continue the policy of cautious buying.

Ball Changes Name

THE Ball Publishing Company has changed its name to May and Company, Publishers and will operate at its old address, 755 Boylston Street, Boston. The change has been made to follow the general trade practice of giving the publishing house the name of its active director. The first books to appear under the new imprint will be the firm's June fiction, a new edition of Arthur Brisbane's "Mary Baker G. Eddy," out of print since 1908 and "The Art of Reading" by Henry Guppy.

Religious Book Reprints

A T the meeting of the religious booksellers at the May Convention in New York, the following resolution was passed and not printed in the minutes as reported. The resolution reads:

Be it resolved that we go on record as recommending that no religious book be issued in a cheaper reprint edition sooner than two (2) years after the original pub-

lication date.

Communication PRICE CUTTING

Editor, Publishers' Weekly

May 30, 1930

"Why worry?" Your correspondent has been in the retail book business a few years (since 1887 in fact), has seen cutting prices when cutting was real, \$1.50 novels selling for 44c., and new publications too; saw C. R. B. (Consolidated Retail Booksellers) come and go; witnessed the start of the A. B. A., and how feeble was that start!; watched various law suits brought and fought and now we are asked to worry because of an announcement made by a few publishing houses of a cut in catalog prices on fiction.

The few books which these houses will issue will simply be absorbed in the multiplicity of titles that will flood us during the coming six months, and after the first excitement passes will attract no attention, excepting as some few misguided retailers

may keep up an agitation.

The old business has had some hard knocks and will receive and survive more and is not going to the eternal bow-wows because of this flash in the pan.

Neither will food retailers go out of business as stated in a news item in New York *Times*, May 29th, because of this cut in prices.

Yours.

"Let's Forget It"

Obituary Notes WILLIAM BOLITHO (RYALL)

WILLIAM BOLITHO, columnist for the World until April 15th, author of "Twelve Against the Gods," "Italy Under Mussolini," "Cancer of Empire" and "Murder for Profit," died on June 2nd at Avignon, France, after an operation for appendicitis. Bolitho had been in uncertain health for some time and had been obliged to stop work in London on his play which Marc Connelly was to have staged. Born in Capetown, South Africa, thirty-nine years ago, Bolitho's life was constantly a turbulent and swift running one. He was in succession newsboy, laborer, honor student in metaphysics and Hebrew, cavalryman, bomber, liason officer to the French Press

at the Peace Conference, chief Paris correspondent for the Manchester Guardian, correspondent and columnist for the World, essayist and playwright. Since his War experiences which included being buried alive for hours in a trench by the explosion of a mine, Bolitho had never been in robust health. He was at his home, Villa La Prefete, at Mont Favet, near Avignon, when he was suddenly taken ill and rushed to Avignon for an emergency operation. He is survived by his wife, Sybil Ryall, also a writer.

WADE, MANAGER OF AM. BOOK BINDERY, DIES

HARRY E. WADE, vice-president and general manager of the American Book Bindery, died at his home in New York, on May 19th. He had just assumed his position with that firm, having recently resigned as sales manager of the Quinn & Boden Company. He had been connected with the bookmaking industry throughout his entire business career, first with the Vail Ballou Company, of Binghampton, New York, and later in his own firm, The Caxton Press. He sold this business to Quinn & Boden and became their sales manager. After nine years with this organization, he was transferred to his last position as general manager of the Book Bindery.

Business Notes

Dallas.—Stoneleigh Court Book Shop, Elizabeth Patterson, Stoneleigh Court, opened with fiction, biography, children's books, religious and scientific books for sale, and circulating library.

GLOUCESTER CITY, NEW JERSEY.— Liberty Libraries, Inc., a rental library chain operating from the Monmouth Bookshop. One hundred libraries located in Pennsylvania, New Jersey, Maryland and Delaware. Plan to increase number to 200 this fall.

Los Angeles.—O. W. Smith formerly at 122 North Broadway is now located at 106 South Broadway.

ROCHELLE PARK.—The Studio Book Shoppe, Eva. J. Straubel, 326 Saddle River Road, opened with stock of general books for sale and circulating library.

The Weekly Record

Describes and Indexes the New Books of All Publishers in a Convenient Reference and Buying List for Bookstores and Libraries

ITH the coming of June and summer and the majority of novels already published and on their way to becoming popular vacation reading, non-fiction predominates among the books listed in this Weekly Record. An important addition to the books celebrating the tercentenary of the Massachusetts Bay Colony is "Builders of the Bay Colony" by Samuel Eliot Morison, biographical sketches, originally delivered as lectures before Lowell Institute, of important first generation Americans. The biography of an unusually distinguished American family is recorded in "The Adams Family" written by the eminent historian, James Truslow Adams. book is the Literary Guild Selection for

Philosophy and psychology are represented by three scholarly works, a twovolume collection of personal statements by leading American philosophers, "Contemporary American Philosophy" edited by Adams and Montague; "The Critique of Humanism," edited by Grattan, is a collection of provocative essays on presentday life and education. A book for the general reader on the developments of modern psychology is "Great Experiments in Psychology" by Garrett.

History and world affairs also find a place among the week's offering. Meade Minnigerode, the popular biographer, has written an account of France's life on the high seas from the day of Caesar to the end of the eighteenth century in "Some

Mariners of France." The University of Chicago Press publishes "Problems of the Pacific, 1929," edited by Condliffe, the proceedings of the third conference of the Institute of Pacific Relations which present a comprehensive survey of current problems in that part of the world.

The writing of war books continues to be popular, as evidenced by five new contributions: a record of the battles waged at Verdun, written by Marshal Pétain who led the defense; a novel of the war as fought by the Canadians "Generals Die In Bed" by Harrison; "War Is War" by Ex-Private X; "Her Privates We" by Private 19022, and "One Woman's War," see Anonymous.

Modern architecture, a subject of great interest today, is discussed in a series of articles by experts who treat eighteen different phases of architecture as it is exemplified today in the United States. The book is "Living Architecture" edited by Woltersdorf.

Two books for children that are especially timely with vacation days at hand are "An Album of Our Wild Flowers" and "An Album of Our Trees," both published by Samuel Gabriel. These books aid the child in collecting nature specimens and contain blank pages for mounting them.

Fiction is not non-existent, however, and the bookseller will find new novels by such popular authors as Zane Grey, A. Hamilton Gibbs, Alice Campbell and Miguel de Unamuno.

HIS list aims to be a complete and accurate record of American book publication. Publishers should send copies of all books promptly for annotation and entry, and the receipt of advance copies insures record simultaneous with publication. The annotations are descriptive, not critical; intended to place not to judge the books. Pamphlet material and books of lesser trade interest are listed in smaller type.

The entry is transcribed from the title-page when the book is sent for record. Prices are

added except when not supplied by publisher or obtainable only on specific request, in which case the word "apply" is used. When not specified the binding is "cloth."

Imprint date or copyright date is always stated, except when imprint date and copyright date agree and are of the current year, in which case only "c" is used. No ascertainable date is designated thus: [n.d.]

Sizes are indicated as follows: F (folio: over 30 centimeters high); Q (4to: under 30 cm.); O (8vo: 25 cm.); D (12mo: 20 cm.); S (16mo: 171/2 cm.); T (24mo: 15 cm.); sq., obl., nar., designate square, oblong, narrow.

The Weekly Record of June 7, 1930

Adair, Mary

Short story studies; in short story classics -story-telling and appreciation. 344p. (bibls.) D [c. '30] Bost., Badger

Adams, George Plimpton, and Montague, William Pepperell, eds.

Contemporary American philosophy; personal statements; 2v. 45op.; 447p. (bibls.) fronts. (pors.) O (Lib. of phil.) '30 Macmillan Thirty-four distinguished American philosophers

explain their doctrines of thought.

Adams, James Truslow

The Adams family. 370p. il. O (Atlantic Mo. Press b'ks) c. Bost., Little, Brown

The biography of an unusually distinguished American family whose men have brought fame to their country and to the name of Adams, by their careers and personalities, for five generations.

Alarcón, Pedro Antonio de

El sombrero de tres picos; adapted and ed. by J. P. Wickersham Crawford. 193p. il. S (Macmillan Hispanic ser.) c. N. Y., Macmil-

Album of our trees (An); a guide to assist the young nature student and a permanent record for the preservation of leaves. no p. il. (col.) obl. Q [c.'30] N. Y., S. Gabriel

Following the guide pictures of different trees, children can make their own collection of pressed leaves and mount them on the blank pages which are

Album of our wild flowers (An); a guide to assist the young nature student and a permanent record for the preservation of wild flowers and their leaves. no p. il. (col.) F \$2, b'x'd

[c. '30] N. Y., S. Gabriel \$2, b'x'd
Pictures to help in identifying wild flowers, with
blank pages on which the the young botanist can
mount his pressed specimens.

Allen, William H.

Rockefeller: giant, dwarf, symbol. 640p. il. '30 N. Y., Inst. for Public Service, 53 Chambers St.

Anonymous

One woman's war. 295p. D [c. '30] N. Y., Macaulay

An American girl brought up in Belgium tells of the War years through which she lived and worked and loved.

Atkins, Paul Moody
Bank secondary reserve and investment policies. Bankers Pub. Co.

A treatise on the investment policies of commercial banks, with particular attention given to the handling of the secondary reserve.

Baker, Arthur Mulford

If I were a Christian. 141p. D [c. '30] Phil., Union Press [Amer. S. S. Union] 90 c. On being a Christian—for young people.

Beach, Frank A.

Preparation and presentation of the operetta. 204p. (2p. bibl.) il. (pt. col.), diagrs. D [c. '30] Bost., O. Ditson For the use of schools, clubs and community

Beeson, Charles Henry Lupus of Ferrieres, as scribe and text critic; a study of his autograph copy of Cicero's De oratore; with a facsimile of the manuscript. 276p. O (Pub'n no. 4) c. Cambridge, Mass., Mediaeval Acad. of Amer.

buck, \$12

Bordona, J. Dominguez
Spanish illumination; 2 v. 26op. il.
(Pantheon ser.) '30 N. Y., Harcourt

Bovet, F. F.

French-English conversation for travellers (including commercial terms). 264p. Tt [n. d.] N. Y., Funk & Wagnalls flex. fab. 75 c.

German-English conversation for travellers (including commercial terms) rev. by J. Heron Lepper. 272p. Tt [n. d.] N. Y., Funk & Wagflex. fab. 75 c.

Bowers, Claude Gernade

Civil and religious liberty; Jefferson: O'Connell; two orations. 96p. D [n. d.] Worcester, Mass., Holy Cross College \$1

Bradley, A. C.

A commentary on Tennyson's In Memoriam; 3rd ed. rev. 269p. D'30 N. Y., Macmillan \$3

Brush, Katharine

Young man of Manhattan. 325p. D '30, c. '29, '30 N. Y., Farrar & Rinehart

Burns, James

How to play tennis; new ed.; foreword by Allison Danzig. 112p. il. D (Outing handb'ks) 30 N. Y., Macmillan

Adams, Elliot Torrey, and others

Summaries of theses accepted in partial fulfillment of the requirements for the degree of Doctor of Philosophy, 1926. 243p. O '30 Cambridge, Mass., Har-

Barrows, David Prescott, and, Williams, Daniel R.

Comments on the political and economic status of the Philippines. 30p. O [n.d.] San Francisco, San Francisco Chamber of Commerce pap. apply

Berger, Hugo
Method for Polanders to learn English; with key.
515p. D '30 Milwaukee, Caspar, Krueger, Dory Co.
bds. \$2.40

Bible

The Old Testament in Greek; v. 2, the later historical books; pt. 2, I and II Kings; ed. by Alan England Brooke and others. 188p. Q '30 [N. Y., Macmillan]

Blue book of Southern progress, 1930. 300p. il. (pt. col.) O '30 Balt., Manufacturers Record pap. 50 c.

Brighouse, Harold
The stoker; a play in one act. 20p. S (French's acting ed., no. 1153) c. '29 N. Y., S. French pap. 30 c.

Broyles, William Anderson
A work-book for students in fruit-growing. 219p.
(bibls.) il., maps, diagrs. Q (Century vocational ser.) [c. '30] N. Y., Century pap. \$2

Campbell, Mrs. Alice Ormond

Murder in Paris. 370p. D [c. '30] N. Y., Farrar & Rinehart

A mystery novel, the first of the new dollar books to be published by this company in accordance with their recent announcement.

Carpenter, Frederic Ives

Emerson and Asia. 295p. O '30 Cambridge, Mass., Harvard

Castelhun, Dorothea

Dene Avery's legacy [fiction]. 365p. il. D [c. '30] Bost., L. C. Page

Chaytor, H. J., ed.

Six Vaudois poems from the Waldensian mss. in the university libraries of Cambridge, Dublin and Geneva. 148p. O '30 N. Y., Mac-

Clark, Barrett Harper

Speak the speech; reflections on good English and the reformers. 31p. D (Univ. of Wash. chapb'ks, no. 36) c. Seattle, Wash., Univ. of Wash. B'k Store pap. 65c.

Univ. of Wash. B'k Store pap. 65c.

In which the author rebels against the standardization of English speech by teachers of diction, who try to eliminate colloquial pronunciation and dialect.

Clark, W. C., and Kingston, J. L.

The skyscraper; a study in the economic height of modern office buildings. 164p. (bibl. footnotes) front, diagrs. O [c. '30] N. Y., Amer. Inst. of Steel Construction, 200 bds. \$2 Madison Ave.

Concluding that the skyscraper is economically sound and that arbitrary restrictions should not be placed upon the height of office buildings.

Cocteau, Jean

Enfants terribles; tr. by Samuel Putnam.

176p. il. D c. N. Y., Brewer & Warren \$2.50

Admitting only two friends into their world, Elizabeth and her brother Paul live apart from reality and bring tragedy upon themselves.

Cohn, Mrs. Clara Viebig

The golden hills; a novel of the German vineyards; tr. by Graham Rawson. 312p. D
[n. d.] N. Y., Vanguard

A novel of the peasant grape growers of the Moselle in Germany.

Condliffe, John Bell, ed.

Problems of the Pacific, 1929. 712p. (bibl. footnotes) maps, diagrs. O [c. '30] Chic., Univ. of Chic. Press buck \$5 The proceedings of the third conference of the Institute of Pacific Relations, Nara and Kyoto, Japan, October 23 to November 9, 1929.

Cooper, James Fenimore

Gleanings in Europe; v. 2, England; ed. by Robert E. Spiller. 432p. front. (por.) D c. N. Y., Oxford \$3.50 Coyle, Kathleen

A flock of birds. 255p. D [c. '30] N. Y., Dutton \$2.50 An emotional study of a mother, whose son, active in the Irish rebellion, is condemned to death. The Dutton prize novel for June.

Crawley, Rayburn
The Valley of Creeping Men. 327p. D
(Harper sealed mystery) c. N. Y., Harper

The weird mystery of a valley in the heart of the African jungle had remained a secret to all but Marakoff, mysterious, unscrupulous man of science.

Daly, Carroll John

The tag murders. 320p. D [c. '30] N. Y.,

A new Race Williams detective story in which he tracks down the leader of a murder gang which tacks a metal tag to the bodies of its victims.

Dewey (John); the man and his philosophy; addresses delivered in New York in celebration of his seventieth birthday. 188p. D c. Cambridge, Mass., Harvard \$2
By James R. Angell, Jane Addams, James Harvey
Robinson, and others. \$2

Dickinson, Charles Henry Social aims of Jesus. 310p. D '30 N. Y., Richard R. Smith

Dopp, Katharine Elizabeth

Bobby and Betty on the farm. 222p. il. (col.) D (Bobby and Betty ser.) [c. '30] Chic., Rand, McNally

Durnford, Hugh George Edmund

The tunnellers of Holzminden; an adventure of the German prison camps; 2nd ed. 117p. il., map, diagrs. D'30 N. Y., Macmillan

Dwyer, James Francis

O splendid sorcery. 255p. D [c. '30] N. Y., Vanguard

A love story of an Irish girl who is too proud to marry her lover after she has lost her eyesight.

Epstein, M., ed.

The annual register; a review of public events at home and abroad for the year 1929; new ser. 504p. O '30 N. Y., Longmans \$12
A summary of the facts of the year's important happenings in England and other countries.

Ex-Private X

War is war. 288p. D c. N. Y., Dutton

An Englishman, who served as a private soldier throughout the War, gives his picture of the conflict.

Farrow, John

The bad one; il. with scenes from the photoplay. 266p. D (Copyright fiction) [c. '30] N. Y., Burt

Children's books from twelve countries. 42p. D '30 Chic., Amer. Lib. Ass'n pap. 50 c. pap. 50 c.

Churchill, H. The awakening; play for school children. 11p. O '30 Milwaukee, Caspar, Krueger, Dory Co. pap. 15 c.

Constanduros, Mabel, and, Hogan, Michael

The Bugginses' picnic; a sketch for the open air or the stage. 17p. S (French's acting ed., no. 884)

[c. '30] N. Y., S. French

pap. 30 c.

Dunford, John
Practical suggestions for the newly ordained. 133p.
D '30 N. Y., P. J. Kenedy \$1.50

Eisendrath, Daniel Nathan, and Rolnick, H. C.

Textbook of urology; 2nd ed. 942p. il. (pt. col.) O 30 Phil., Lippincott

Fellows, Leof

Visit to fairyland; play for school children. 12p. O '30 Milwaukee, Caspar, Krueger, Dory Co. pap. 15 c.

Ferry, Ervin S., and others

Handbook of physics measurements; v. 2, Vibratory motion, sound, heat, electricity and magnetism; 3rd ed. 277p. D '30 N. Y., Wiley \$2.50

Faurot, Walter L.

The art of whittling; il. by the author. 91p. D [c. '30] Peoria, Ill., Manual Arts Press

Directions for whittling simple and intricate object out of wood.

Frenssen, Gustav

The anvil; tr. by Huntley Paterson. D'30 Bost., Houghton \$2.50 A novel which portrays the life and experiences of group of Germans before and during the World

Garden book for Houston, A. 168p. (bibl.) il. (pt. col.), diagrs. O ['30] [Houston, Tex.] Forum of Civics, Westheimer Rd. flex. \$1.35

Gardening information for the Gulf Coast section of our country.

Garrett, Henry Edward

Great experiments in psychology. (bibls.) il., diagrs. D (Century psych. [c. '30] N. Y., Century ser.) \$2.50

These descriptions of Watson's, Thorndike's, Binet's, and other leaders' classical experiments form a supplementary text for the beginning student that will acquaint him with the knowledge of how psychological facts have been discovered, the leaders in the science, and what problems await immediate solution.

Gates, Arthur I., and Huber, Miriam Blanton The work-play books; primer—3rd reader. various p. il. D '30 N. Y., Macmillan

60 c.; 64 c.; 68 c.; 72 c. Gerstang, John B. Hittite Empire. il. (pt. col.) '30 N. Y., Richard R. Smith

Gibbs, Arthur Hamilton

Chances; a novel. 285p. D c. Bost., Little,

Through their school days Tom and Jack Ingleside had been devoted and inseparable brothers. Then came the War and the discovery that they were both in love with the same girl.

Gilson, Mrs. Jennie S.

Bedtime stories. 114p. il. O c. '30 Orange, Mass., Author, 81 Mechanic St. \$2
True stories, illustrated with pictures of real children taken by the author.

Goller, Edward D.

Trail markers; by an old guide. 115p. il. S [c.'30] Phil., Union Press [Amer. S. S. Letters on Christian living that the author has written to individual boys and girls. Union)

Goodier, Archbp. Alban

The public life of Our Lord Jesus Christ; an interpretation; 2 v. 495p., ea. front (map)
O '30 N. Y., P. J. Kenedy
By the Archbishop of Hierapolis.

\$7.50

Grattan, Clinton Hartley

The critique of humanism; a symposium.

364p. O c. N. Y., Brewer & Warren \$3.50 Articles by Edmund Wilson, Burton Rascoe, Allen Tate, Lewis Mumford, and others, refuting the doc-trines of the New Humanists.

Grey, Zane

The shepherd of Guadaloupe. 335p. D c. N. Y., Harper

A modern story of the West. With only a few months more to live, Cliff finds himself in love with the daughter of the man who had usurped his father's forest lands, and determined to win back his father's

Grove, Harriet Pyne

Merilyn's rose garden. 253p. front. D (Merry Lynn ser.) [c. '30] N. Y., Burt 50c.

Gruver, Suzanne Cary

The Cape Cod cook book. 222p. il. D c. Bost., Little, Brown
A collection of recipes used by generations of Cape Cod folk.

Hall, Herman S.

Trade training in school and plant; a handbook for the trade instructor. 523p. (bibls.) il., diagrs. D (Century vocational ser.) [c. '30] N. Y., Century

Harrison. Charles Yale

Generals die in bed. 269p. D '30, c. '28-'30 N. Y., Morrow Through the eyes of a private soldier is given a picture of the War as the Canadians fought it.

Harrison, Elizabeth

Sketches along life's road; ed. by Carolyn Sherwin Bailey. 242p. il. O [c.'30] Bost., Stratford

The autobiography of a pioneer in the field of kindergarten work and education in general.

Hart, Philip

Adventures of a patriot. 256p. front. D (Mystery and adventure ser. for boys) [c. '30] N. Y., Burt

Hjorth, Herman

Principles of woodworking. 307p. il. O '30 Milwaukee, Bruce Pub. Co. \$1.76

Holmes, Edmund

'30 N. Y., Richard R. Self-realization.

Jones, Elmer Ellsworth, and Lewis, H. Claude The universal reference guide. 176p. F c. Chic., Hugh L. Nicholas, 4750 Sheridan Rd. fab. \$4.50

An easy and effective plan to enable the teacher to make special assignments of reference readings and to help the pupils find the work alone. The topics under each subject are arranged in alphabetical order and refer one to the Book of Knowledge, Compton's Pictured Encyclopedia and the World

Gast, Paul Rupert

A thermoelectric radiometer for silvical research. 76p. diagrs. O (Harvard forest bull., no. 14) '30 Cambridge, Mass., Harvard pap. \$1

Goodnow, Minnie The technique of nursing; 2nd ed. 46op. il. D '30 Phil., Saunders

Hampden, John Over the garden wall; a comedy in one act, for lawn or stage, based on "Nicholas Nickleby." 42p. T (Repertory plays, no. 56) [n. d.] [N. Y., S. French] pap. 50 c.

Hardwicke, Henry, M.D.
Voices from beyond. 125p. D [c. '30] [Niagara Falls, N. Y., Harkell Co.] pap. \$1

Hazen, Allen
Flood flows; a study of frequencies and magnitudes. 199p. diagrs. D '30 N. Y., Wiley \$4

Howes, Ethel P., and, Sanborn, Doris M.

The dinner kitchen cook book; including report for 1928-1929 of the Smith College Community Kitchen. 1979. front. O (Inst. for Co-ordination of Women's Interests, pub'n no. 9) [c. 30] Northampton, Mass., Interests, pub Smith College pap. \$1

Keeton, George W.

The elementary principles of jurisprudence. 336p. (bibl.) O '30 N. Y., Macmillan \$4

Il Duce: life of Mussolini. '30 N. Y., Richard R. Smith \$3.50

Kemp, Harry

The golden word; a religion for all creators of beauty [lim. signed ed.]. 41p. O c. [N. Y., N. Berstein, 30 E. 10th St.]

A writer's philosophy of living.

Keyserling, Edward Heinrich Nikolaus, graf

The man of God. 231p. D [c.'30] N. Y., Macaulay

A young German clergyman is faced with a terrific emotional problem based upon a Freudian situation.

Kuns, Ray F.

Aviation engines. 202p. il., diagrs. O c. Chic., Amer. Technical Soc. \$2
A practical treatise on the operation and maintenance of modern airplane engines.

Lafond, André

Impressions of America; tr. by Lawrence Riesner. 231p. D c. N. Y., Fondation Ralph Beaver Strassburger, 60 B'way \$2.50
This book was awarded the Strassburger Prize, in France, as the most meritorious journalistic contribution of a Frenchman to the understanding of the United States during 1929.

Legendre, Msgr.

The cradle of the Bible; tr. by the Dominican Sisters of Portobello Road, London. 255p. maps, diagrs. O (Catholic lib. of religious knowledge, v.9) '30 St. Louis, B. Herder

McCardell, Roy L.

My Aunt Angie. 285p. D [c.'30] N. Y., Farrar & Rinehart Macfall, Haldane

The splendid wayfaring [art]; new ed. with preface by Frank Brangwyn and personal note by Gordon Craig. 277p. O '30 N. Y., W. V. McKee

Margalith, Aaron M.

251p. (5p. \$2.50 The international mandates. bibl.) O c. Balt., Johns Hopkins Press The historical background of the Mandates System and its modern workings.

Maurice, Maj.-Gen. Sir Frederick

Principles of strategy; a study of the application of the principles of war. '30 N. Y., Richard R. Smith

Michel, Abbé A.

The last things; tr. by Rev. W. Miller. 159p. O (Catholic lib. of religious knowledge, v. 7) '30 St. Louis, B. Herder

Minnigerode, Meade

Some mariners of France. 332p. (4p. bibl.) O c. N. Y., Putnam \$3.50
An account of France's famous seamen and their deeds from the time of Caesar to the end of the 18th century.

Mitchell, A. G.

Forty new cross word puzzles; 3rd ser. 89p. D c. Minn., Ursa Puzzle Co.

Morison, Samuel Eliot

Builders of the Bay Colony. 379p. (9p. bibl.) il., maps O c. Bost., Houghton \$5
Portraits of men and women of the first American generation, who were prominently associated with certain aspects of life in early Massachusetts. A companion volume to the author's "Maritime History of Massachusetts."

Morley, John Viscount

On compromise. 256p. S (Caravan lib.) 30 N. Y., Macmillan

Moulton, Forest Ray

Differential equations. 410p. diagrs. O c. N. Y., Macmillan \$5.50

Oglevee, Louise M.

Plans and stories for the nursery class; a book for the teacher of the nursery class of the church school and for little children in the home; valuable material for every Sunday in the year. 144p. (bibl.) il. O [c.'30] Cin., Standard Pub. Co. \$1.50

Oliphant, Mrs.

A beleaguered city. 267p. S (Caravan lib.) 30. N. Y., Macmillan

Pétain, Henri Philippe

Verdun; tr. by Margaret MacVeagh. 235p.
il., maps O c. N. Y., Dial Press \$4
The story of the great defense at Verdun in the World War told by the Marshal of France.

Jameson, Henry Allen
Contract bridge in 1930. 172p. front. O [c. '30]
[Camden, N. J., I. F. Huntzinger Co., 119 Federal St.] pap. \$1.25

Johnson, J. Rosamond, comp.

Utica Jubilee Singers spirituals; as sung at the Utica Normal and Industrial Institute of Mississippi. 167p. il. Q [c. '30] Bost., O. Ditson pap. \$1.50 Juers, O.

Technical maritime dictionary; from Danish to English; English to Danish; German to Danish; French to Danish. 384p. D '30 Milwaukee, Caspar, Krueger, Dory Co.

Laroche, Guy, and others Alimentary anaphylaxis; gastro-intestinal food allergy; tr. by Mildred P. Rowe and Albert H. Rowe. 1399. (8p. bibl.) S c. Berkeley, Cal., Univ. of Cal. Press

Logan, Conrad T., and, Parks, Carrie Belle
Literary background tests; preliminary section. Q
(Study tests for literary understanding) [n.d.] Bost., Heath

Majors, C. L., comp.

World War jokes; a compilation of after dinner stories and amusing anecdotes and jokes, all of which have a direct application to soldiers and sailors and service men of the World War period.

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Mattoon, Wilbur R., and Shinn, Erwin H.

Forestry lessons on home woodlands; rev. ed. 44p.
il., diagrs. O (U. S. Dept. of Agri., bull. no. 863)
'20, '30 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. pap. 10 c.

Michelson, Harry W., and, Buck, R. O.
Sketching for the draftsman. 111p. il., diagrs.
[c. '30] Milwaukee, Bruce Pub. Co. pap. 8 pap. 80 c.

Monroe, Walter Scott, and, Engelhart, Max D.
Experimental research in education. 105p. O (Ill.
Univ. Bur. of Educ. Research, bull. 48) '30 Urbana, Ill., Univ. of Ill. pap. 50 c.

Moon, Parker Thomas, ed.

Public control of power; a series of addresses.

221p. O (Proceedings, v. 14, no. 1) c. '30 [N. Y.],

Acad. of Political Science, Columbia Univ. pap. \$2.50

Powell, Hickman

The last paradise; il. by Alexander King. 311p. il., map O [c. '30] N. Y., Cape & Smith

A new York newspaper man's sojourn in the volcanic island of Bali in the Dutch East Indies, where a million and ta half natives live a simple, pastoral life untouched by modern civilization. There are also 32 pages of photographs by Andrê Roosevelt.

Private 19022

Her privates we. 339p. D c. N. Y., Putnam

A simply written war story of the ordinary English soldier in active service at the front.

Putnam, George Granville

Salem vessels and their voyages; ser. 4. 175p. il. O'30 Salem, Mass., Essex Inst.

Rand, Edward Kennard

A walk to Horace's farm. 89p. (bibl.) il., maps, diagrs. D c. Bost., Houghton bds. \$2.50
A pilgrimage to the site of the Sabine Farm of the Latin poet.

Read, Herbert Edward

Julien Benda and the new humanism. 33p. D (Univ. of Wash. chapb'ks., no. 37) c. Seattle, Wash., Univ. of Wash. Bk. Store

pap. 65 c. An essay on the French philosopher and critic, which compares his ideas with those of the American humanists.

Rinehart, Mary Roberts [Mrs. Stanley Marshall Rinehart]

The door. 314p. D [c. '30] N. Y., Farrar & Rinehart

Rival, Paul

The madcap queen; the story of Marguerite of Navarre; tr. by Marvin McCord Lowes.

271p. il. O c. N. Y., Putnam bds. \$3.50

The dramatic story of a queen of France, Marguerite of Navarre, daughter of Catherine de Medici, who loved too well.

Rose-Troup, Frances

The Massachusetts Bay Company and its predecessors. 187p. (bibl.) O (New Grafton historical ser.) [c. '30] N. Y., Grafton Press

The story of the settlement of the Massachusetts Bay country.

Saunderson, Henry Hallam

Modern religion from Puritan origins. 302p. (10p. bibl.) front. D c. Bost., Beacon Press

An interpretation of Puritanism and its survival in modern faiths.

Schafer, Joseph

Carl Schurz, militant liberal. 291p. (bibl. footnotes) il. O (Wisconsin biography ser., v. 1) [c. '30] [Madison, Wis.,] State Historical Soc. of Wis. \$2.25

The biography of Carl Schurz who came here from Germany at the age of twenty-four and became a leading politician and statesman at the time of Lincoln's nomination and presidency, a U. S. Senator under Ulysses S. Grant, and a member of the Cabinet of President Hayes.

Schlarman, Joseph H.

From Quebec to New Orleans; the story of the French in America; Fort de Chartres. 569p. (bibl. footnotes) il., maps O [c. '30] Belleville, Ill., Buechler Pub. Co., 332 W. Main \$5

From the coming of Cartier to the New World to the exploits of George Rogers Clark is told the history of French rule in America, the conflict of French and British and the end of British dominion in the Middle West—the early history of the St. Lawrence and Mississippi regions as a whole.

Scout bank book (The); and picture puzzle.

no p. il. obl. S [c. '30] N. Y., Platt &
Munk bds. \$1, b'xd.

Nickels, dimes, quarters and fifty-cent pieces are supposed to be inserted in the pages of this book by the thrifty Boy Scout. After the coins are inserted the picture stanps must be affixed in their proper positions until a complete picture is formed from the puzzle.

Sedley, Sir Charles

The poetical and dramatic works; ed. by V. De S. Pinto; 2 v.; lim. ed. il. '30. N. Y., Richard R. Smith \$16

Shannon, Robert Terry

Love proof. 285p. D [c. '30] N. Y., Clode

How Nadia Reynolds, made penniless by her father's stock speculation, opens a tea-room, is involved in a murder and comes through to happiness and love.

Smith, Byron Caldwell

The love-life of Byron Caldwell Smith; introd. by A. I. Tobin [lim. ed.] 206p. O '30; c. '19, '30. N. Y., Antigone Press bds. \$5; \$10 Formerly published by Macmillan under the title, "The Professor's Love-Life, Letters of Ronsby Maldclewith."

Smith, John Jeffrey

Social psychology; the psychology of attraction and repulsion. 468p. (17p. bibl.) diagrs. D [c.'30] Bost., Badger \$2
Personal and social relationships from the psychological point of view.

Soupault, Philippe

The American influence in France [tr. by Babette and Glenn Hughes] 23p. D (Univ. of Wash. chapb'ks., no. 38) c. Seattle, Wash., Univ. of Wash. Bk. Store pap. 65 c.

Spurgeon, E. F.

Life contingencies; 2nd ed. 505p. O '30 N. Y., Macmillan \$12

Nason, Wayne C.

Rural buildings for business and social uses. 40p. il., diagrs. O (U. S. Dept. of Agri., farmers' bull., no. 1622) ['30] [Wash., D. C., Gov't Pr. Off.; Sup't or Doc.]

Order for the burial of the dead, The. 21p. O [n.d.] [N. Y., Macmillan) pap. 20 c.

Pocket guide human anatomy in colored plates. 50p. il. (col.) S (Anatomical atlases) '30 [Milwaukee, Caspar, Krueger, Dory Co.] 75 c.

Pool, Eugene Hillhouse, and, McGowan, Frank J.
Surgery at the New York hospital one hundred
years ago. 199p. (6p. bibl.) il. D '30 N. Y., P. B.
Hoeber \$1.50

Rehberger, George Edward

Lippincott's quick reference book for medicine and surgery; 7th ed. 1165p. il. (pt. col.) O '30 Phil., Lippincott \$15

Shelton, Nathalie Thurston
Nature and human nature. 31p. O (Stratford poets)
[c. '30] Bost., Stratford pap. 50 c.

Starr, Frederick, ed.

Central America; readings in prose and poetry from Central American writers. 500p. il. S (Hispanic ser.) '30. Chic., B. H. Sanborn

Strain, Madeleine D.

A prisoner in Babylon. 324p. D c. N. Y., Macaulay

A story of life in southern Illinois—of Sam Blanchard, cruelly frustrated, robbed of a carefree boyhood, of an education, of his inheritance, who seeks a way to escape from adversity.

Studensky, Paul

Public borrowing. 137p. il. (pt. col.) O (Nat'l. Municipal League monograph) '30 N. Y., Nat'l. Municipal League, 261 B'way.

Sutton, Bertha Radford

Catherine de Gardeville. 287p. D c. N. Y., Macmillan

The England of country house parties, Paris, and tiny villages in the Pyrenees are the scenes of this novel which portrays Catherine's romance and her struggle with her English mother against her religious heritage from her dead French father and her interest in his literary work.

Swinnerton, H. H.

Growth of the world and its inhabitants. 30 N. Y., Richard R. Smith

Taylor, Graham

Pioneering on social frontiers. 460p. (bibl. footnotes) front. (por.) O [c. '30]. Chic., Univ. of Chic. Press

This autobiography of the founder of Chicago Commons, a settlement house, and its head resident for more than thirty years, presents an interesting picture of social work in that city.

Thomson, Jay Earle, and Cornish, Hubert Ray Illustrated speller [1 v. ed.] 176p. il. D [c. '30] N. Y., Longmans 68 c.

Tricot, Abbé

St. Paul, the Apostle of the Gentiles; tr. by Rev. W. Rees. 228p. O (Catholic lib. of religious knowledge, v. 10) '30. St. Louis, B. Herder \$1.35

Unamuno y Jugo, Miguel de

Three exemplary novels and a prologue [tr. by A. Flores]. 227p. D c. N. Y., Boni

bds. \$2.50 Three tragedies condensed into short story form with an introductory essay on the art of the novel.

Von Wieser, Friedrich

Natural value; tr. by C. A. Malloch. 243p. O '30 N. Y., G. E. Stechert \$4

Waddell, Helen

Mediaeval Latin lyrics. '30 N. Y., Richard R. Smith \$5; lim ed., \$15

Warmoth, Henry Clay

War, politics and reconstruction; stormy days in Louisiana. 298p. il. (pors.) O c. N. Y., Macmillan \$3.50
The history of reconstruction in Louisiana told by

the man who was governor of the state from 1868 to

Wheatcroft, Rachel

Siam and Cambodia in pen and pastel. il. 30 N. Y., Richard R. Smith

Widdemer, Margaret

Loyal lover. 304p. D [c. '29, '30] N. Y., Farrar & Rinehart

Williams, Henry Smith

The great astronomers. 637p. (bibl. note) il., maps, diagrs. O c. N. Y., Simon & Schus-

The story of astronomical discoveries and progress throughout the ages and of the men who contributed to the development of the science.

Wilson, J. Anselm, D.D.

The life of Bishop Hedley. 398p. il. O '30
N. Y., P. J. Kenedy \$5.50

A biography of an English Catholic bishop, who died in 1915.

Wister, John C.

Bulbs for American gardens. 303p. il. O 2.'30] Bost., Stratford \$6.50 A complete and detailed review of all the better

known and many of the rare bulbs that are suitable for culture in the various parts of this country. Directions for cultivation, history of the bulb, the work of horticulturists and very detailed chapters on the tulip and daffodil are included.

Woltersdorf, Arthur, ed.

Living architecture. 190p. il., diagrs. Q c.

Chic., A. Kroch
Present day architectural problems considered in articles on public buildings, college and school buildings, libraries, theatres, prisons, hospitals, churches, apartment houses, etc., by prominent architects, written for and sponsored by the Chicago Chapter of the American Institute of Architects.

Woodruff, Lorande Loss

Foundations of biology; 4th ed. 517p. (11p. bibl.) il., diagrs. (pt. col.) O '30, c. '22-'30 N. Y., Macmillan

Taggart, Herbert F.

Subdivision accounts. 93p. (bibl.) O (Mich. business studies, v. 2, no. 7) c. Ann Arbor, Mich., Univ. pap. \$1

Tanner, William M.
Exercises in correct English; with achievement tests. 176p. Q [c. '30] Bost., Ginn pap. 60 c. Vail, H. H.

Pomfret, Vt.; 2 v. [lim. ed.]. 338p. (bibl.) il., maps O '30 Bost., E. O. Cockayne, 49 Beach St. \$25

Vail, R. W. G.

The Ulster County Gazette and its illegitimate offspring. 34p. il. O '30 N. Y., N. Y. Public Library pap, apply

Vines, S. H. The proteases of plants; a record and a reply. 32p. O '30 [N. Y.] Macmillan pap. apply Woodring, Maxie Nave, and, Sabin, Frances Ellis

Enriched teaching of Latin in the high school; a source book for teachers of Latin listing low cost illustrative and supplementary materials. 152p. (bibls.) il., map O (Enriched teaching ser., no. 6) '30 N. Y., Teachers College, Columbia Univ. \$1.50

Young, C., ed.

Spon's architects and builders price book; English prices and practice; rev. by S. M. Brooks. 300p. S [n.d.] N. Y., Spon & Chamberlain \$2

Spon's practical builders pocketbook; a reference book of memoranda, tables and official rules and regulations for architects, and builders; English prices and practice; 5th ed. 533p. il. O [n.d.] N. Y., Spon & Chamberlain \$3.50 Wyman, Levi Parker
The Hunniwell boys in the Gobi Desert.
247p. front. D (Hunniwell boys in the air ser.) [c. '30] N. Y., Burt

50 c.

Yugoff, A.

Economic trends in Soviet Russia; tr. by
Eden and Cedar Paul. '30 N. Y., Richard
R. Smith

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Old and Rare Books

Frederick M. Hopkins

HE total sales of books and autographs sold by the American Art Association, Anderson Galleries, Inc., for the season of 1929 and 1930, now just ended, amounted to \$653,005, the smallest volume of business in literary material for any year since the end of the World War. A glance through the records made during the season shows that when good things were offered active competition frequently resulted in record prices. The first sale of the season, October 16, the property of Clyde C. Rickes and others, in which really scarce and early first editions of American authors realized even higher prices than those obtained at the close of the previous season. This condition prevailed throughout the entire season, typical examples being the \$1,400 paid for a copy of Dana's "Two Years Before the Mast"; a large paper copy of Lowell's "Poems," 1844, which brought \$450, having sold in a previous sale for \$330, and in 1920 for \$115. A more notable example was the first privately printed edition of Stephen Crane's "Maggie, a Girl of the Streets," a presentation copy, which realized \$3,700, on March 11, followed by an uninscribed copy on May 13, for \$2,100, both high record prices for this first edition. On May 13, Hawthorne's "Scarlet Letter," brought \$1,550, the highest price ever realized under the hammer. The library of the late John C. Williams was sold at the height of the Wall Street panic, November 6-8, and brought \$104,178. Several new high records were established in this sale, including Hariot's "A briefe and true report of the new found land of Virginia," published in 1590, which fetched \$7,300, and Henry Holland's "Baziliologia: A Book of Kings," London, 1618, which sold for \$13,000. First editions of the early works of contemporary English authors, especially in the form of attractive

presentation copies, reached and maintained a better level than the ordinary examples, the better works of Conrad, Galsworthy, Kipling, Shaw, and Stevenson maintaining their popularity and prices. Autographed letters, especially of an historical nature, were eagerly bought at very satisfactory prices.

AN exhibition of Bibles in all languages and dialects and prices and sizes, said to be the most complete of its kind ever held, will be one of the chief features of the 400th anniversary celebration of the "Confessio Augustana," which will begin at Augsburg, Germany, on June 15 and continue until the end of September. The confession of Augsburg, the work of the famous Reformation scholar Melancthon, was adopted by the Diet which met at Augsburg in 1530. It set forth the tenets of the Lutheran faith in an official form and marked the Emperor's official recognition of Protestantism within its domains. In the next three months the city will commemorate this momentous date in modern European history by a series of festivals, exhibitions and special services. the Bible exhibit, which will be under the auspices of the Prussian Bible Society and the Württemburgian Bible Press of Stuttgart, there will be the Reformation exhibition and a number of special days on which lectures, concerts and popular festivals will be held. The Bible exhibit will be arranged in the Church of St. Anne, one of the most beautiful and famous churches of the cities and the one in which Luther dwelt during October, 1518, when answering for his faith to Cardinal Cajetan. Besides a collection of Bibles in all living languages there will be copies of the Vulgate, the Bible in ancient Greek, in Hebrew, Yiddish, in Low German, in several variations of the Romany tongue and 125 different

African dialects. In size the Bibles will range from tiny vest-pocket editions to the huge altar Bibles. There will be Bibles costing five cents a copy and others in elaborate and costly binding costing several hundred dollars apiece. There will be illustrated Bibles, Bibles with maps, with glossaries, with commentaries, and with cross references.

R ANDOM HOUSE, of 20 East 57th Street, has issued a "Check List for the Summer and Early Fall, 1930," and among the books of American interest are the following: "The Random House Prose Quartos"; six new contributions, each an authentic first edition, each printed sep-The following are the authors represented: Conrad Aiken, Sherwood Anderson, Stephen Vincent Benét, Louis Bromfield, Theodore Dreiser, and Carl Van Vechten. There will be 875 sets, ready in June. Three stories by Washington Irving, "Rip Van Winkle," "The Legend of Sleepy Hollow," and "The Great Mississippi Bubble," each story in a separate volume. The three books boxed in a special slip case, were published last month. "The Complete Poems of Robert Frost," will be the first complete collection of this poet in one volume. For a frontispiece there will be an etching of Mr. Frost, and the edition will be limited to 1,000 copies, each signed by the author. A new edition of Mark Twain's "The Adventures of Tom Sawyer," will be ready in the late fall. Donald McKay will illustrate it. He spent considerable time in the summer of 1929 in Hannibal sketching, and returned with 68 drawings for the new volume. Special attention is being given to printing and binding and the edition will be limited to 2,000 copies. The volume will be one, it is believed, that will greatly interest Mark Twain collectors.

NOT the least of Andover's claim to consideration in the Tercentenary year is the fact that "America" which in the hearts of many Americans is still the national anthem, was written in an old house on its elm-shaded Main Street. False legends have grown up about the composition of "America," just as they have about other matters of national importance. In a letter now owned by the Andover Histori-

cal Society is the following statement signed by "S. F. Smith": " 'America'" was written in my room at the house of Mrs. Hitching's; while standing before the front window, nearest the front door of the house, in the north parlor. If I remember rightly, I always had my study table in the middle of the room, to guard against being diverted by any objects in the street, as I might have been, if the table had stood near a window." "America" was first published in the "Juvenile Lyre," a children's song book, which later, was adopted in the public schools. The original manuscript is now treasured in Harvard University Library, to which it was bequeathed by Dr. Smith's son, Dr. D. A. W. Smith, on November 14, 1914. In accepting the gift W. C. Lane, the Harvard librarian, wrote: "This is one of the most precious gifts of original manuscript which any American library could desire to own."

ALTHOUGH the auction season has come to an end in this country it has more than two months still to run in London and some very important sales are yet to be held. One of these will take place at Sotheby's on June 16 to 19 inclusive when selections from a long list of consignors, including Lieut. Colonel Ralph Isham, of Glen Head, Long Island; Countess Kenmare, the late Edward Dent, and Sir Arthur Conan Doyle, will be dispersed. This sale includes a fine collection of the works of Oliver Goldsmith; early incunables; a collection of books relating to tobacco; the criminological library of Sir Arthur Conan Doyle; novels of Thackeray and Dickens in their original parts; inscribed copies of the works of Tennyson; Barrie's first book, "Better Dead," and his manuscript of the unpublished play "Bohemia"; a collection of letters and manuscripts of great musicians and composers including Chopin, Liszt, Mendelssohn, Meyerbeer, Paderewski, Rubinstein, Wagner, Weber, and many others; and a magnificent series of letters by Charles Dickens, containing many references to his works.

MORE BOOKS, the bulletin of the Boston Public Library, in its current number, points out the changes which have been made in the building for safeguarding

the valuable special collections of the library. The old Music Room has been transformed into a Treasure Room, where the choicest of the library possessions are kept in fireproof cases. Here is now being held the first exhibition in this room, and among the rarities on view are the "Bay Psalm Book," the Eliot Indian Bible, Franklin's reprint of Cator Major, with miscellaneous works ranging from mediaeval manuscripts and early printing through the Elizabethan and Jacobean periods to modern authors down to Emily Dickinson. The purpose of these exhibits is to awaken the people of Boston to a sense of the importance of the library's treasures and at the same time to give Tercentenary visitors to the library something to remember.

A MONG the outstanding items in Catalog No. 220, "First Editions and Rare Books," by James F. Drake, Inc., of this city, are: Lord Byron's "Hours of Idleness," 1807, \$1,000; Galsworthy's "Jocelyn," 1898, \$1,000; same author, "A Man of Devon," 1901, \$1,200; Samuel Johnson's "The Plan of a Dictionary of the English Language," wrappers, 1747, \$1,-000; Boswell's "Life of Samuel Johnson," 1791, \$900; Kipling's "Echoes," 1884, \$3,000; Stevenson's "Father Damien, Sydney, 1890, \$750; Harriet Beecher Stowe's "Uncle Tom's Cabin, 2 vols., 1852, \$750; and Horace Walpole's "The Castle of Otranto," 1765, \$500.

RARE Americana from several consignors were sold at the Ritter-Hopson Galleries, Griffith Building, Newark, N. J., on May 27. The catalog comprised 220 lots including pamphlets of the American Revolution, Bradford imprints, Indian captivities, important Western items, long run of New Jersey laws, and early Massachusetts sessions laws. This is the fourth sale held by these galleries, organized in the middle of last season for the basic purpose of selling literary material, particularly rare books at auction. Both Mr. Ritter and Mr. Hopson have been connected with the booktrade for many years. It will be their policy to sell first editions, desirable Americana, not merely the high priced material but also the type which the average collector will want to buy and sell, in small consignments or in large col-

lections, for a reasonable commission. This new auction house has facilities of the best type, including a gallery seating 350 persons, located in the heart of Newark on Broad Street, directly across the park from the Hudson Tubes, and most accessible either from New York or Philadelphia. The first three sales have been successful, many items bringing record figures. The beginning has been very encouraging and the Ritter-Hopson hopes and expects to be an important factor in the book auction business.

ST. LOUIS saw last week a fine display of rare books at the Bookshop, 3519 Franklin Avenue, which was open daily from ten in the morning until ten at night. Invitations were sent out in the name of the Doubleday, Doran Book Shop, W. H. Miner and Company, and The Grolier Society. The display included early books, Americana, autographs, first editions, limited editions, private press books, prints and engravings.

Auction Calendar

Tuesday afternoon and evening, June 17th, at 2:15 and 7:30. The choice library of an old Philadelphian as well as a small collection from the library of Harry Hart. (No. 1444; Items 579.) Stan. V. Henkels, 1110 Sansom St., Philadelphia, Pa.

Catalogs Received

American first editions. (No. 4; Items 178.) Fullerton & Son, 598 Madison Ave., New York City. Choice and interesting books, Americana, first editions and standard authors. (No. 8; Items 558.) Nadle's Book Nook, 5017 West 22nd Place, Cicero, Ill.

Ill.
Americana, including original Revolutionary letters and documents, early New England imprints, genealogies and town histories. (Items 185.) William Todd, Mt. Carmel, Conn.
Americana. (No. 5.) Liberia gia Nardecchia, Piazza Cavour, N. 25, Rome, Italy.
Americana and Virginiana. (No. 1.) Cooper's Book Shop, 210 North Eighth St., Richmond, Va.
Art books, out of print and new. (No. 197; Items 1897.) Goodspeed's Bookshop, 7 Ashburton Place, Boston, Mass.
Astronomy, botany, zoology, etc. (No. 66: Items

Boston, Mass.

Astronomy, botany, zoology, etc. (No. 66; Items 566.) Dauber & Pine Bookshops, Inc., 66 Fifth Ave., New York City.

Autographes anciens et modernes. (No. 11.) Victor Degrange, 28, Rue Serpente, Paris, France.

Books on the fine and applied arts. (No. 102.) James Book Store, 127 West Seventh St., Cincinnati, Ohio. Contemporary American and English first editions, a Brahms manuscript, a complete file of the Doves

a Brahms manuscript, a complete file of the Doves
Press announcements, etc. (No. 2; Items 437.)
Ulysses Book Shop, 187 High Holborn, London,
W.C. 1, England.
Economics, political science, constitutional law,
Utopias, etc. (No. 982; Items 350.) James Tregaskis & Son, 66 Great Russell St., London, W.C. 1,
England

England.

First editions of contemporary or recent writers.

John Van Male, 3331 East 14th Ave., Denver, Colo-

Medical, dental and scientific books. E. & S. Living-stone, 16 Teviot Place, Edinburgh.



A Monthly Department

Maps and their Making

Max Mayer

Cartographer with Ginn & Company

I.

Introduction

HEN a literary journalist had to consider the question of which authors he would take to a desert island, he decided to choose an Atlas. It is wonderful what entertainment there is to be gotten out of an Atlas! With some experience of travel and a little imagination you can plan tours that are often as

vivid as the real thing.

With a large scale map and a smattering knowledge of geology you can actually picture the scenery. It would indeed be well for all of us to learn how to read the short-hand of the map which indicates to the understanding eye the views the traveler will encounter. The map can become the magic mirror wherein you can live and re-live your happiest hours, hours in which mountain and sea, valley and stream, sunshine and storm, mingle with the delight of reunion and communion. Whether you dream over your Atlas at your fireside or on a desert island, you soon will be under the spell of the mirage rising from its leaves.

Then if you are lucky enough to have a mind stored with literature and history each page of your Atlas will bring with it a wealth of imaginative creation to cheat time in your solitude. The Atlas is for all tastes, for all creeds, and patriotisms. The Map of Palestine is smaller than the Map

This begins a series of three articles on Map Making, by Mr. Mayer, the first introductory, the second historical, the last, present methods. In entirety the three form a lecture delivered by Mr. Mayer before the American Institute of Graphic Arts.

of Greece but the names on it vibrate around the globe and stir all hearts. Such an inspiration to every man should be the map of his own country. What a vista of great deeds and events are opened to you in the study of the Atlas of the United States! From the rock of Plymouth where the Pilgrims landed, to the Golden Gate of San Francisco, stretches a distance of three thousand miles, but every step is filled with human effort, the joys and sufferings of our fore-fathers. The road is crimsoned with the blood of the heroic pioneers, explorers, and Indian fighters.

You probably have never given thought to the fact that every home on the frontier, every mile of railroad, pushed across the seemingly endless prairie, and over and through the mountains, is not only a monu-

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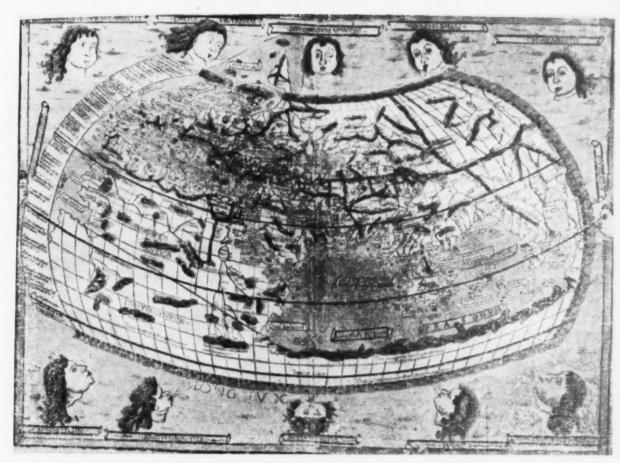
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World Map From Ptolemy, Cosmographia. Made at Ulm by Johannes Reger in 1486

ment to the irresistible ambition of man to secure his dominion, but also a milestone in his effort to extend the horizon of his knowledge. Volumes and volumes of this great migration of our people have been written, but where can you find a sharper epitome to this epic than in a series of maps showing the development of the United States? The map is the magic carpet which will carry you at will to the scene of Paul Revere's ride, and to the battle of Bunker Hill. You can accompany George Washington on his retreat from New York across New Jersey and follow him to Yorktown where he received the surrender of Cornwallis.

Some years ago I had the privilege of compiling maps for Charles W. Burrows who, as Elroy M. Avery the author of the "History of the U. S. and Its People," said in his dedication, "had been called more by a soldier's desire to serve his country than by a publishers' longing for a pecuniary gain. This is why this history appears in a garb richer than any that have

gone before it." The author was right. No other publisher ever adorned the history of this country with such a wealth of maps, but unfortunately Mr. Burrows never could carry his project to a final conclusion. Seven volumes of this monumental work have been printed, and I regard my set as a priceless possession. Mr. Burrows, prior to this undertaking, had published a beautiful edition of Blackmore's "Lorna Doone," who was his great heroine of fiction, and for her he named his only daughter. The book he embellished with a map, something unusual at that time, on which you could follow the trials of Lorna Doone and her lover. This publisher had come under the magic spell of the map and was anxious to cast it over his countrymen; and it surely has worked on our generation for at no time before have maps been used so widely in books of travel and romance.

While we experience in the contemplation of the map the pleasures of retrospect, there are those who are thrilled by the prospect of the unknown. "I never see a map but I'm aware
On all the errands that I long to do,
Up all the rivers that are painted blue,
And all the ranges that are painted gray,

And into those pale spaces where they say:
'Unknown!' Oh! what they never knew I would be knowing."

JEAN KENYON MAC KENZIE

The suggestive promise to reveal what is unmapped is a challenge and an incentive. Columbus was a map-maker and so was his brother, and probably because of this fact he discovered the new world. The blank on the map, the white blot, is as alluring as the White Way. It was a blank on the map that sent Admiral Peary repeatedly into the Arctic regions until he reached the North Pole, and who can tell but that Admiral Byrd, who is now on the way back from the South Pole, as well as Sir Hubert Wilkins, who spoke last week before the American Geographical Society, felt the challenge of the white blots of the Antarctic regions. Such white blots on the map have been as the candle to the moth, to a long line of brave explorers, in America, Africa, Central Asia, as well as to the Poles. Think of itwhat it has cost in courage and devotion, in suffering and death, to explore the white spaces which men like Magellan and Drake, Marquette and Joliet, Sir Franklin and Charles Francis Hall, Meriwether Louis and William Clark, set out to chart, and you can appreciate the lure of the map. This will-o-the-wisp has beckoned explorers to death and fame, and conquerors to glory No other man fell more and dominion. assuredly as a victim to the lure of the map than Napoleon. His first mission was to down the enemies of the Republic of France. With his success grew his ambition, and as a student of history he never would read its lessons without the aid of the map. It was the map of Charlemagne's Empire burned deeply in his mind, which placed the Imperial crown on his brow and finally led him on to Moscow and to the Rock of St. Helena.

Maps, like books, have peculiar fates. Those among you who have a passion for collecting old maps could tell us a great deal of their romance. The romantic tales about his wonderful finds and the values in his collection which the map connoisseur

will relate are as glorious as the tales of the disciples of Isaac Walton who went out for trout at the opening of the season.

One of the greatest stories of the romance of maps is the finding of the so-called Waldsemueller Map, dated 1507. It is the earliest map which has the name "America" written on the new continent which rose out of the waters of the Atlantic Ocean as the result of Columbus' Westward journey. The map had been lost so long that its very existence had become a myth, but in 1901 it was discovered by an Austrian professor, Reverend Joseph Fischer, S.J., in the library at the Castle of Wolfegg in Württemberg, Germany.

The Juan de la Cosa Map, of the year 1500, is the first map showing the coast lines of the American continent. This map was found in an old curiosity shop in Paris in 1832, and purchased at a small price. Later in 1853 it was bought on behalf of the Spanish Government for 4,300 francs. If these two maps were offered for sale today their price would exceed many times the amount originally paid by the Dutch for the whole island of Manhattan.

The collecting of old maps has in the last few years assumed a position of considerable importance and fancy prices have been paid for maps of early discoveries of the American coast as well as for early maps printed in America. The mystery and romance hovering about the old maps—their modern counterparts can hardly hope to rival. In the eighteenth century when scientific geography had produced a different mental attitude, it was fashionable to condemn geographers who, as Swift said

"In Afric maps
with savage pictures fill their gaps
And o'er unhabitable downs
place elephants for want of towns."

But that is the essence of their charm.

To hold an ancient atlas of rich and gorgeous coloring, to turn the leaves, and see quaint fantastic figures adorning their borders, ships riding on the crests of the waves, and towns picked out in red and gold, gleaming as if the sun shone on them, is to hold in one's hand the spirit of an age, art and knowledge, combined in happy proportion. In our days these fine old Atlases have been frequently broken up in



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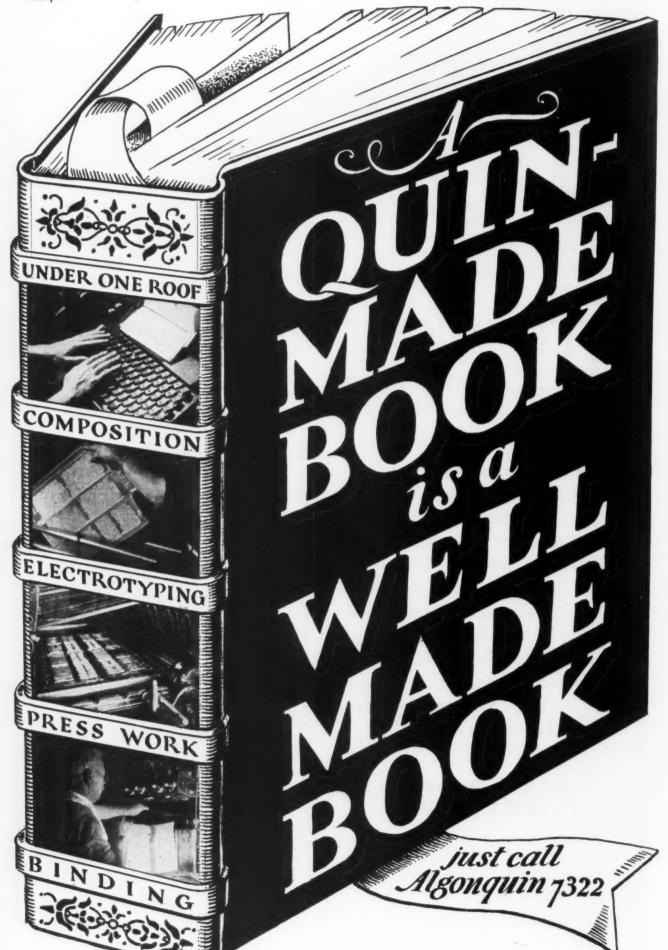
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order that the separate maps might be used for interior decorative purposes. If they are properly framed, you might not so seriously object, for in this form the historical material is placed before a wider audience and a new interest in American History stimulated; but to destroy a book for the sake of separate maps, to cut up precious old maps for lamp shades, insets in tea or bridge tables, or to rob them of their beautiful cartouches, is wasting a heritage. Such documents are all too rare as it is. Hundreds of American colleges need this material to teach American History, and history is so intertwined with the era of discovery and American expansion that the results of the explorers cannot be fully intelligible without a comparative study of the maps which were accessible to those men and on which the schemes for new enterprises were based.

Now after we have become map-minded. and map-conscious, we might speak of cartography, of map drawing, and map engraving. The natural development of the map is due to the desire which necessity or curiosity imposes on mankind to move from one part of the earth's surface to another, or to explore unknown regions. In these movements two elements are of paramount importance—direction and distance. Later on, after man has settled down in permanent habitations, he makes a record of his possessions and circumscribes the area over which he holds sway. The main object of cartography is to give graphic expression and permanency to these elements. The result is a map—in its most rudi-

mentary form.

It would lead too far to give in detail the story of map-making. It keeps step with the history of exploration, and the record of the one is the record of the other. Yet I feel I would forego my mission if I did not touch on the high-spots of the history of map-making. The Babylonians and Assyrians have the distinction of originating the division of the ecliptic into twelve signs—the Zodiac. They also di-

vided the circle into 360 degrees, the degree into sixty minutes, the minute into sixty seconds, and the day into twenty-four hours. Some map records supposedly dating back to about 3000 years B. C. have been dug out of some ruins in Mesopotamia.

It is amongst the Egyptians that we find some of the earliest recorded examples of cartographic representation, many of them mural. Maps and plans have been discovered on some of their papryus rolls. The yearly inundations of the Nile would wipe out all metes and bounds. So the priests had to compute a careful system of fixing real estate boundaries by more permanent points than mere stakes. In doing this they became the fathers of Geometry.

Eratosthenes of Cyrene, the keeper of the Alexandrian Library, 276-194 B. C., accepted the theory of the spherical form of the earth. He invented the method to measure its size and surprisingly accurate were his results. Unfortunately other astronomers reviewed his conclusions and diminished the arc of the meridian by onethird. This error was adopted by Ptolemy and perpetuated in Cartography way into the seventeenth century. Ptolemy, a native of Egypt, lived in the second century after Christ. Famous as an astronomer and geographer he wrote a systematic treatise in Geography which continued as the standard text until long after the discovery of America. It is uncertain whether he constructed any maps to accompany his geography. If he did not, he at least fixed the points on the earth's surface, and established the system of meridians and parallels, necessary for the drawing of maps. Maps compiled from the data supplied in Ptolemy's geography circulated first in manuscript form. About 1475 the maps were issued in book form and enjoyed a long series of editions after 1500. These maps were really the foundation of cartography as a modern science. In other words, Ptolemy bridged antiquity over the middle ages with modern times.

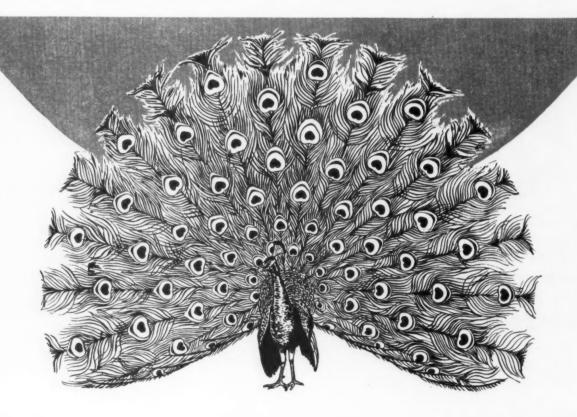
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Oliver Simon and the Curwen Press

Paul Johnston

ACH factor in the movement for fine books has found a somewhat different approach to the accomplishment of its ends. Elaborateness of style was at first felt to be the supreme goal of modern fine printing, but this was

later modified by men who sought to make printing interpret and express literature. Lately more and more attention has been paid to economy of means and materials and less and less to pretentious decoration. The Curwen Press books have been expressions of this sort of ideal, to some extent. "Let the printer stick to the confines of his trade," says Oliver Simon, "after all, you know, books are made to read."

The history of the Curwen Press activi-

ties in book printing is brief, but it is a story of the success of adherence to principles. Oliver Simon was quite a young man when the war began and when he entered the service he had formed few conclusions as to what his future might be. He did not reveal to me the reasons for his turning to printing—this was "too long a story," so it must be sufficient to say that soon after the war he did so. For almost half a century The Curwen Press had been competent, and perhaps distinguished, printers of music and other rather specialized lines, but until a little more than ten years ago they had made nothing much of book printing. Soon after the war Harold Curwen, who was then in command, and still is, began to give some attention to this field which was just beginning to claim the attention of certain

printing artists. At first he did a few slight things delightfully decorated in color by Lovat Fraser.

Oliver Simon met Harold Curwen about this time, probably through literary associations, and a year later he was at work

at The Curwen Press. Simon did not go off like a sky-rocket, jumping from simply appreciation of fine printing to its production. He served a year's apprenticeship in the shop, working at the various details of composition and press. With this practical experience to his advantage he felt competent, then, to direct the design and production of printing.

Now perhaps

from an inherent good taste or possibly from some spark from the enthusiasm William Morris created, or more likely because he admired the printing of Bruce Rogers and D. B. Updike, Simon could not set about producing any kind of books but fine books. This was not because he felt that there was a vogue for fine books. At that time the work of the eminent Americans was just beginning to influence English printing. Simon felt that every piece of printing he touched should be worthy, literally, of being done in fine style—carefully, and perhaps artistically composed, and meticulously printed. To him fine printing was the only printing possible. He felt he could be concerned with nothing else. And though he was conscious of the necessity of economy

he felt that economy should never be allowed to supplant quality. He felt also

the justice of the fact that he who bene-



Oliver Simon typographer for the Curwen Press Plaistow, England



A BOX OF PAINTS

'WHY so lonely, little Saint Luke? What have you made in your picture book? Mark and Matthew are out at play, Why do you bend on a page all day? The sun falls low, and the homing flocks Pass from the hills by the gilded rocks.'

'I have made a lady, slender and tall; Her feet are set on a crystal ball; Veils of lapis and pearl enclose Hair like amber and lips of rose: All my paints for the crown on her head— Blue, green, silver, yellow and red.'

'Blue and silver! Holy Saints
Must not play with a box of paints!
Out of doors there are things to pick,
Bells of myrtle are hanging thick,
And starry lilies lean to the breeze
Where the birds sing soft in the nectarine trees.'

9

Curwen Press typography and Rutherston illustrations in happy combination

fited by the gaining of quality at the loss of economy, the purchaser of the printing, should pay for it. Thus was The Curwen Press entered into the lists of English book production, in a field that soon had much to boast of in fine array. Its precepts were difficult to adhere to, but as I have said, adherence to them has brought about a justified success.

Some years are necessary to the establishment of a new policy in a printing house. Perhaps new types must be had, new machinery installed. Simon has had the generous cooperation of Harold Curwen from his first connection with the Press, and he has laid his plans carefully with an eye constantly focused on material that could be considered generally useful—not to styles likely to pass away in

a few years. Simon has avowed his allegiance to some contemporary form of expression—a modern expression, if you will. Yet neither the typography nor the equipment of the press has been swayed by such clichés as the recent vogue for sans-serif types. I point to this merely as evidence that contemporaneousness is not the sheeplike following of every artistic innovation.

Simon regretted at once, when he began to assemble his types, that there were so few body or text letters available expressive of some feeling of today. without such letters he has chosen his equipment with consideration of the solidity of its character. The Monotype machine became his aide because of its economical operation and its introduction of the revivals of the fine classic types. Caslon, in its original form, was of course indispensable—no English printing shop should be without it—and as a modern letter, for variety, Walbaum, an eighteenth century German letter, not generally known at the that time, was made available in generous quantities, and in a large range of sizes. Finally, despite the aver-

EDWARD THOMAS

TWO POEMS



LONDON INGPEN & GRANT

all. Design by Percy Smith. The Curses Press.

A delicate title-page by Simon. Decoration by Percy Smith

sion for fads the press imported the usable contemporary faces from Germany and Holland, among them Koch Kursive, and Lutetia, and they are proud of the fact that they baptized these types in English printing, as well as the Walbaum, which is not yet even available elsewhere.

Possessing something of a prejudice against "period" typography in any of its aspects (as far as practicing it was concerned, at least), the most natural thing Simon could do would be to set about creating some new, contemporary style. But he was too wary for that-too much of Rather he opened himself to an artist. each task as it came to hand. He was thoroughly acquainted with historical styles in printing. They bore weight in his work simply to the extent of his respect for tradition. He knew well what was being done about him; admired much of it, but not one whit did he allow it to influence his own style. Simon's typography

BOOK CLUBS AND PRINTING SOCIETIES

By Harold Williams

For the true lover of books, even for the fastidious collector, there can hardly be anything printed which will not one day be a book. If it is not now, yet it will be. The one-time despised and vulgar broadsheet, chapbook, or nursery tale, can count on its day, if it escapes the dust-heap or the fireplace. We have lived to see a single folio printed leaf command £450 in the sale-room. There can be no biblia abiblia in the larger sense, although we may admit, in unguarded moments, that much which is sought by the collector and the library has no claim to be counted with literature; nor, indeed, everything which book-lovers of the past and the present have banded themselves together to reprint. Nevertheless it is not often the highways, stretching bare and open to the sky, which afford the lingering pilgrim, for whom the way is as much as the end, the happiest days and most quieting memories. The hidden lanes and winding tracks, with the unexpectedness of surprise at each turning, or the sudden break on the shoulder of the hill, these

A page taken from the Bibliophile's Almanack of 1928 with the touch of Simon's good taste



Evening Quatrains

THE Day's grown old, the fainting Sun Has but a little way to run, And yet his Steeds, with all his skill, Scarce lug the Chariot down the Hill.

With Labour spent, and Thirst opprest, Whilst they strain hard to gain the West, From Fetlocks hot drops melted light, Which turn to Meteors in the Night.

The Shadows now so long do grow, That Brambles like tall Cedars show, Mole-hills seem Mountains, and the Ant Appears a monstrous Elephant.



Many books collected by the lovers of Claud Lovat Fraser's illustrations have the typography of the Curwen Press

is simply the product of a workman of the twentieth century, in a well equipped shop, intent upon making the best of his materials and processes to the end of producing books that are attractive, readable, and excellent in workmanship. Even allowing for generous admiration for the traditions of English printing such a method of working could not fail to produce a new, personal, and contemporary style.

Among the characteristics of the "revival" of printing art is that principal one of decoration. Few enough of our printers, or those abroad, are sensitive enough to understand the other graphic arts as well as their own. They generally do not appreciate the relation between contemporary drawing, of illustrations or decora-

tions, and typography. Simon immediately turned his back upon fleurons resuscitated from the past and delegated the design of new ones to those artists he thought capable of producing them. Nothing printed at the Curwen Press, since Simon's association, has been decorated with the common printers' flowers, most of which are revived materials. Having plenty of respect for modern drawing he also sought suitable artists to illustrate the books he printed, and he found ways of combining their drawings with the arrangement of type in his pages. Every efficient means of reproduction was made available for the artists. Wood-engraving was encouraged. The blocks were printed with careful fidelity. Facilities were provided for printing copper-plate engravings. Offset presses were installed, and finally the French stencil process of color printing opened wide possibilities for artists who found the medium admirably suited to decorating or illustrating books gaily.

Oliver Simon, as are many latterday typographers, is not inarticulate regarding his art. His first and most valuable contribution to the literature of fine printing was the inception of The Fleuron, a Journal of Typography. He at first proposed the formation of a sort of printing club with a tentative program of publishing one book a year, to be printed by one of the members. The club did not materialize, but he learned at that time that Francis Meynell and Stanley Morison were collaborating on a paper on the history of printers' flowers. This gave him the hint. He proposed that if they would agree to contribute to this paper he would undertake to gather enough material together to form the first issue of The Fleuron. The name had been proposed as the title of the club by Francis Meynell, but was adopted for the publication. All three of the men mentioned, and, I believe, Holbrook Jackson, shared to some extent in forming the jour-It was agreed that Simon should edit four numbers and Stanley Morison four subsequent numbers, which would complete the project. At the time of this writing the four issues promised by Simon have been completed under his care with distinguished merit, and Stanley Morison, after producing two fine numbers, of larger size, is about to bring the activity to a

close with his third. There is some point in closing with considerable satisfaction the pages of such an enterprise, but we must look upon their closing with sadness. There is much more typographic research to be done, and the movement of today has not yet passed the point of needing recording from time to time, and it is with extreme regret we see The Fleuron pass without a single successor in promise.

"Printing of Today" is another literary venture in which Simon collaborated as editor, and for which he wrote a paper on "Typography in England." This was an extensive survey of modern fine printing in every country in which the movement has been effective. Simon was also concerned with the preparation of the Curwen Press Specimen of Printing Types, and their book of Pattern Papers, while the Bibliophile's Almanack is another publication in which he was interested that one wishes had not been discontinued.

The Curwen Press, and Oliver Simon too, are young. For only ten years have they been producing books. It was difficult at first. English publishers, and buyers of printing, did not immediately recognize the additional quality that was offered, and if they did they were not always willing to pay for it. But the standard was not lowered. If only a few books could be had at first they were printed as well as they could be. Each book became an example for the inducement of more purchasers, and today, through confining their efforts to editions that present specially difficult problems to publishers, books that must have more artistic and technical quality than is usually obtained, and printing fine things for business books, The Curwen Press is active to the extent of its facilities.

The principal contribution of The Curwen Press is its demonstration that contemporary printing need not be the following of shallow typographic fads. Simon has not introduced a striking style that proclaims himself or the press. His work is modest and unobtrusive, as it should It seems to me that Mr. Simon has already attained an ideal in printing style, and that his example will add to the trend that has been moving away from "Monumental" typography, or typography for typography's sake.

Photo-Offset Scores Again

The Facsimile Text Society has selected the Photo-Offset Process of the National Process Company as the best method of reproducing the rare editions now being published for the members of that Society.

It requires more than a good process, however, to make real facsimiles of such books as "A Discourse of Trade" by Thomas Mun—1621, or "Poems on Several Occasions" by a Gentleman of Virginia—1736.

Professor F. A. Patterson, Founder and Executive Officer of the Facsimile Text Society, Columbia University, New York City, explains something of this in his letter to us written after the completion of these two volumes.

The Facsimile Text Society

F.A. PATTERBON. EXECUTIVE OFFICER
COLUMBIA UNIVERSITY
NEW YORK
9 May 1930

Mr. George E. Loder President of The National Process Company 218 West 40 Street New York, N. Y.

Dear Mr. Loder:

I wish to congratulate you upon the excellent work which you did for us in the first two volumes published by the Facsimile Text Society. I cannot suggest any possible improvement. Every detail in the original is reproduced without the slightest error, even to the broken letters and the unusual Greek type.

I have received many letters of congratulation from pleased subscribers and am entirely satisfied with the results which you have produced.

I do not wish to close without expressing my appreciation of the courtesy with which we have been met in every occasion by the officials and representatives of your company and also our appreciation of the very reasonable price at which you furnished these books.

Faithfully yours

front a Paren

Executive Officer

Specimens from these books are shown on the other side of this page



(5)



POEMS

ON

Several Occasions.

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Hymn to the MORNING.

意象意識 WAKE my Soul, and with the constant Morn, A 費 Carol th'ALMIGHTY's Prais

The vocal Shell to sympathetic And heav'nly Consort. See! the radiant Stains with etherial Gold the varied East, And vast Expanse; behold! with Giant He'advances ruddy, and with him return

This book was a very difficult subject to reproduce on account of its original printing, its age and general condition.

Poor copy such as this, with work showing through the paper, dirt spots and brown discolorings underneath the type, can be copied with amazing faithfulness by the Photo-Offset Process.

It was only after much careful study of all possible methods, that Professor Potterson made the choice of our process and Company for this important work. The "Poems" was fair copy for reproduction purposes, but very gray in certain sections of the type. This is a condition which only the finest negative can overcome without losing too much detail.

Our "Photo-Offset" is ideal for such rare editions because the negatives are made by photographers especially trained for such work—because the printing plate (which reads right) shows at a glance the exact condition of the work—because the offset press by means of its rubber blanket impression produces exactly what is on the plate with no breaking down or filling up of detail.

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We will welcome any inquiries about this or similar work

THE NATIONAL PROCESS COMPANY, INC. 218 WEST 40th STREET NEW YORK CITY

Book Covers Designed by Children

E. D. Whittlesey

find an interesting note in the results obtained from a contest held in Cleveland recently by the S. L. Weedon Company, publishers of the New Student's Reference Work, for children seventeen and under.

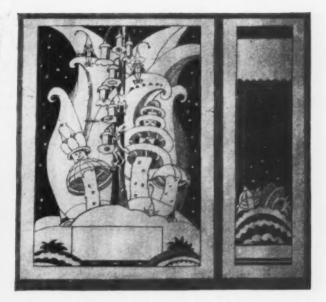


First Prize design, done by a sixteen-year old boy. Award, \$25

The book cover design contest which ran six weeks in the public and parochial schools of the city brought in nearly 250 designs. The purpose of the competition was to learn what children thought the cover of an eight volume set of reference books should look like. Opinions were strikingly original and varied. A strong showing of modernism and impressionism was found. Green was a popular color, along with the usual warm colors, red, orange and yellow.

Sketches of children and animals were favored. A teddy bear holding the world in his lap won the popular vote at an exhibit held by the sponsors of the event.

Henry Turner Bailey, director of the Cleveland School of Art and author of a number of books on art subjects; Helen M. Fliedner, Supervisor of Fine and Applied



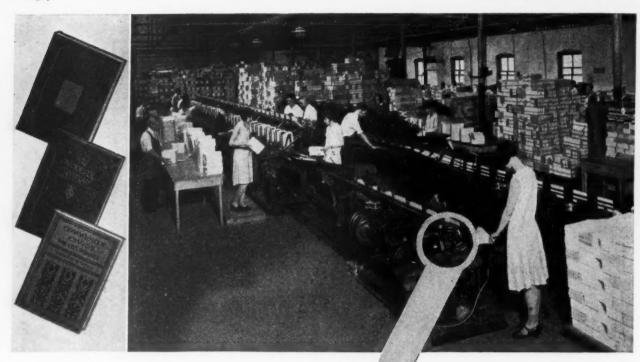
Third Prize: Mushrooms with smiling faces make castle stair-steps for elfs, done in black and white by 16-year old Elvira Ban

Arts in the Cleveland Public schools and Sister Mary Jeannette, Supervisor of Art in the Cleveland Catholic schools, judged the designs.

First prize is an excellent example of the thought and care given to the development of designs by the children. Peter P. Dubaniewicz, only sixteen, submitted this study. It covers many phases of the material used in reference books through the sketched symbols. Yellow and orange made up the back ground for his sketches. Green filled in logical objects while the back bone and outer border were brown. An inner border of green and orange checks added a nice finish to the piece. A golden sun blazes from the lower three quarters of the back bone design, making a very plain arrangement as contrasted with the lively cover front.

The second prize winner was of a similar character, illustrating: "industry," "literature," "history," "geography," and the "fine arts" in silhouette. The design was done in green and black. Fifteen-year-old Irene Jastal was the artist.

Fifteen dollars was awarded for second prize and \$10.00 for third.



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The effectiveness of the production engineering scheme which forms the basis of Conkey quality and craftsmanship in the mass production of hard bound books is well exemplified in this recent achievement of the Conkey Engineers . . . The illustration above shows one of the very latest type, 40-pocket gathering machines. As gathered books are delivered by this machine it was formerly necessary to mark them by hand so they could be identified through the balance of the operations ... Through the ingenuity of Conkey Engineers, the marking devices shown in the circle was designed. This de-

vice automatically marks all

gathered books in the manner shown below. It is synchronized with the operation of the machine so as to automatically adjust it- The Mark of Good Printing Since 1877

self to any size book . . . The result is a quicker, cleaner, better job of marking with consequent better service to you, the customer ... In every detail of manufacture, everywhere evident in this highly efficient plant, you will find examples such as this which indicate the soundness of the Conkey practice of craftsmanship in the mass production of hard bound books . . . A practice which war-

rants the careful investigation of any publisher . . . Any Conkey representative will be pleased to explain it.



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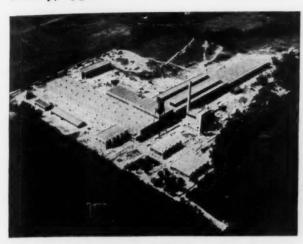
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Salpa Leather

A DEVELOPMENT of major importance to the entire leather industry has been announced in the publication of detailed plans for the commercial manufacture of Salpa leather by the American Salpa Corporation.

"Salpa leather is in no sense of the word a leather substitute," an announcement by the American Salpa Corporation states. "It is a revolutionary leather product, having certain advantages over leather in its

original state."

"In the production of Salpa leather, new leather or hide cuttings are chemically and mechanically reduced to the animal fibre. In this stage of the process the tanning agents are introduced so that Salpa leather is really tanned in the fibre and is therefore perfectly tanned throughout its thickness. The leather is then re-formed into what may be called "new hides" which are produced in any desired width, any desired thickness, and almost any length.

Salpa leather is strong, flexible, durable and workable and has a full-bodied richness. It lends itself extremely well to embossing, in some instances to an even greater depth than leather of similar thickness. It is unusually well adapted to gold-stamping. It also lends itself to impregnation with certain dyes at the time of manufacture, to the end that these dyes are apparent throughout the entire structure of leather.

Its obvious trade advantages include a lower price than other leathers. The buyer is further assured of perfect uniformity—now impossible with ordinary hides. He

is also assured of an unlimited reservoir of supply from a standard uniform source. Lastly, but of primary importance, is the fact that Salpa leather can be cut with a minimum of waste.

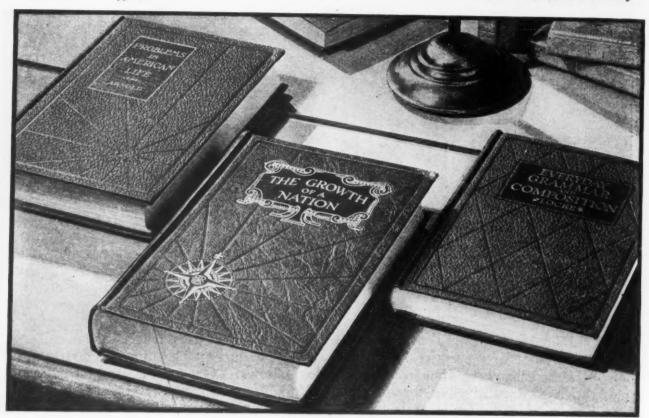
General sales offices of the American Salpa Corporation occupy the 25th floor of 261 Fifth Avenue, New York City.

Institute Holds Annual Meeting

HE American Institute of Graphic Arts held its annual meeting on May 21st and Harry A. Groesbeck, Ir., President of the Walker Engraving Company, was elected President to succeed Frank Altschul. Laurence B. Siegfried, editor of the American Printer was elected First Vice-President, and other Vice-Presidents representing the memberships of different parts of the country are as follows: George P. Brett, Jr., New York, Horace Carr, Cleveland, George H. Carter, Washington, Porter Garnett, Pittsburgh, Frederic W. Goudy, Marlboro-on-Hudson, Dard Hunter, Chillicothe, Spencer Kellogg, Jr., Eden, New York, Arnett W. Leslie, Minneapolis, Walter W. Manning, Chicago, Hal Marchbanks, New York, Henry H. Taylor, San Francisco, Daniel Berkeley Updike, Boston. William Reydel, long one of the active workers for the program of the Institute continues as Corresponding Secretary, William C. Magee of Batten, Barton, Durstine and Osborne, as Recording Secretary, and F. W. Shaefer as Treasurer. The Board of Directors for a three year term consists of Frank Fleming of Rogers and Company, Edmund G. Gress, and Frederic G. Melcher of the Publishers' Weekly.

The Institute recorded a busy year with exhibits traveling widely throughout the The continual ambition of the country. Institute has been not only to enable designers and printers to have their work compete with the best of others but when tested and accepted as part of an exhibit to let this work have the benefit of the many showings in libraries. museums, and other public halls. The Institute raises money through its 500 regular and supporting members to pay for the preparation of these exhibits. The museum and libraries pay the express charges from one point to another. A number of publishers

have aided the program,



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MAKES COVERS SAY "ATTENTION"

The Purchase of Paper

Contributed by the Printing Industries Division for Presentation at the Semi-Annual Meeting, Detroit, Mich., of The American Society of Mechanical Engineers

HIS paper is a discussion of the use of technical specifications in the purchase of paper for use in the printing industry. Data is given to show the wide variations in quality between papers sold under the same designation. The experience of the Government Printing Office during the past 20 years is cited as an example of the practicability and value of technical specifications in the purchase of 50,000,-000 pounds of paper annually. Benefits to be derived by the printer by a standardization of grades of paper and their purchase under technical specifications are described, as well as the benefits which would result to the manufacturers. Since standardization of grades of paper would be of considerable assistance in the purchase of paper under technical specifications by small consumers, reports from committees of the American Pulp and Paper Association are quoted to show the present attitude of part of the paper industry toward standardization.

Paper is one of the most important materials manufactured today, both as regards its uses and its monetary value. Paper and paper products manufactured in 1927 were valued at more than \$800,000,000. The printing and binding industry in which paper is the principal raw material takes fifth place among the major industries of this country.

Practically all industries have standardized the purchase of their raw materials on the basis of technical specifications. Printing and binding is the only large industry in this country today which does not buy raw materials on technical specifications. With the exception of the Government Printing Office and a few other large consumers, the printers of this country still purchase paper, their most important raw material, by rule-of-thumb methods.

It is possible to form an impression of various samples of paper by look and feel, but it is impossible to determine relative cost values or relative quality, permanency, and durability of different papers by any method except technical tests. The purchase of paper under such broad terms as bond or ledger, even when qualified by such terms as sulphite, rag, or rag content, will permit the delivery of paper of quality inferior to that desired or required. There is probably an even greater difference in the qualities of rag papers containing the same percentage of rag than in the case of sulphite papers, due to the difference in the quality of the rags used in their manufacture.

For over 20 years the Government Printing Office has been purchasing paper under technical specifications. The bursting-strength test was formerly considered most indicative of the strength of paper. In recent years the folding-endurance test has been recognized as being much more indicative of the physical quality. time fiber analysis, weight, and folding endurance were considered ample tests for quality in such papers as bonds and ledgers. Recently, however, there has come a realization of the fact that chemical as well as physical tests indicate wide differences in the same kinds of paper. These tests are of special importance in those intended for permanent record use.

The Government specifications for paper are composed of two parts: First, technical requirements covering physical, chemical, and microscopical tests which show the quality and character of the fiber used and insure their proper treatment during the process of manufacture; and, second, standard samples which show the desired characteristics of color, finish, formation, cleanliness, and watermark.

The experience of the Government during the past 20 years has proved definitely that not only can paper be purchased successfully on technical specifications but that it is the only method by which both the buyer and seller are assured fair treat-

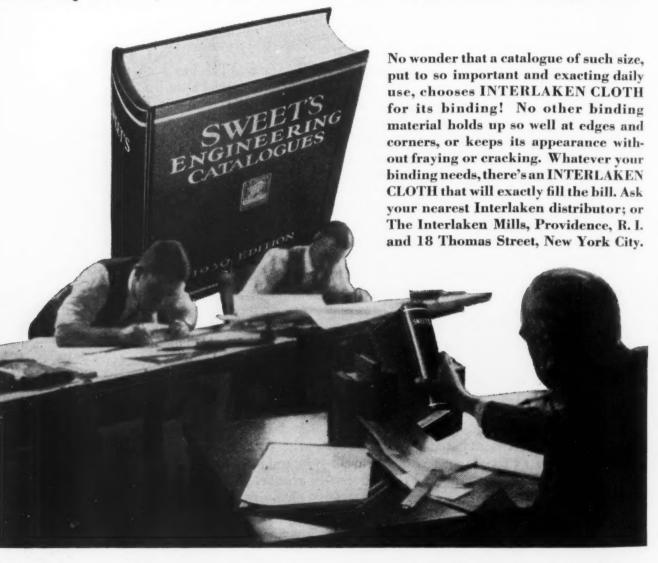
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FOR SERVICE ment. It assures the buyer that he will receive paper of the specified quality, and it assures competing firms that their competitors must quote on and deliver the desired quality. An added advantage of this method of purchase is that it invites com-

petitive bidding.

Technical specifications for paper should cover every desired quality. If surface characteristics are of primary importance the physical and microscopical requirements should be so modified as to permit the manufacturer to achieve the desired results. Specifications are not intended to be formulas for manufacture of paper, but merely define the minimum quality acceptable. Manufacturers may, of course, supply better qualities if they so desire.

The committee on Simplification and Standardization of the American Pulp and Paper Association, in a report submitted to the association last February, stated that the committee "is in favor of any practical standardization in the future-but that after a thorough investigation throughout the trade, it is found that the standardization of grade paper is impractical at this time, as evidenced by the reports of the subcommittees." An examination of the subcommittee reports referred to as covering a thorough investigation throughout the trade shows them to represent the views only of the manufacturers, no expression having been obtained from the consumers.

Among the reasons for the impracticability of standardization cited in these reports are the following:

I Paper making is an art and therefore

intangible.

In some cases it may be an art, but the resultant product is the principal raw material used by the printing industry, and as such, its qualities can and should be expressed in definite technical terms.

2 Physical tests are not entirely signifi-

cant elements in quality.

This is a well-known fact, and as stated, is but a half-truth, since modern technical specifications for paper do not depend on physical tests alone.

3 The life of paper is affected by the conditions of its use and the process used

in correcting it into the finished job.

The fact that certain factors, at present not controlled, affect the life of paper is all the more argument in favor of making paper to comply with technical specifications which will insure the maximum service under such conditions.

4 Specifications for strength and durability would be misleading in the purchase of paper where appearance and attractiveness are the primary desiderations.

This argument is fallacious. Every paper must have a certain strength and durability, and properly drawn specifications include these qualities, even in the grades of paper mentioned, as well as the appearance or characteristic desired.

Particular emphasis is laid in the reports on the fact that printing and binding processes have not been standardized to the extent that the paper committees apparently think they should be and that as a result the processes have a variable effect on the life of the paper used. It is our opinion that such matters are not solely for the consideration of the paper manufacturers.

It is interesting to note that some of the paper mills represented on the committee which claims that standardization is impossible are regular bidders on approximately 54,000,000 pounds of paper purchased annually by the Government Printing Office, although these bids must be made strictly on specifications.

The following observations should be of

interest to all paper purchasers:

I Paper can be purchased on technical specifications as proved by the experience of the Government Printing Office for the last 20 years.

- 2 The purchase of paper on technical specifications and the testing of deliveries is the only assurance the purchaser has that he is receiving paper of the desired quality.
- 3 The use of technical specifications guarantees fair treatment to both buyer and seller. It assures the buyer of competitive bidding on the same quality of paper and likewise assures the manufacturer that his competitors are bidding on the same quality.



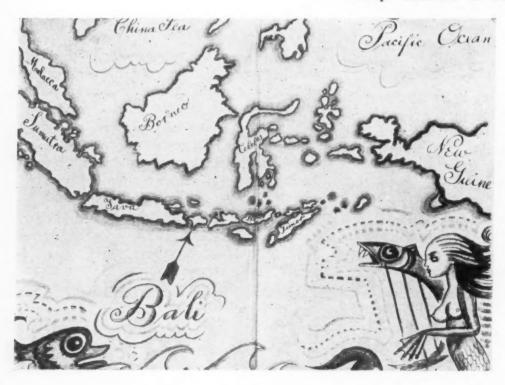
Brewer & Warren have published this book by Jean Cocteau in an unusual black and gold binding. The type used throughout is Gill San-Sérif designed by Eric Gill

The Latest High

HE most modern touch in design, as should appropriately be the case, is on a book called "Enfants Terribles," and Brewer & Warren, who have adopted modernism in design almost as a trade-mark, have used this very effectively on the binding and again on the title-page, which is highly experimental but successful. We do not see much of this use of gilt on contemporary bindings, where the jacket so often gets the greater attention from designers. Into the problem of the jacket comes the question of what effectiveness can be obtained with but few colors, and a good suggestion of what can be had from two printings is seen in a Vanguard Press publication, "O Splendid Sorcery" by Dwyer, orange and green on cream stock.

With a single printing Macmillan have produced an effective jacket on "War, Politics and Reconstruction," red on light green with Gothic lettering, and Century, with equal economy, created an effective and appropriate design for "Wider Horizons" by Herbert Gibbons, dark blue on mottled light blue with parallel lines suggesting the title. A good example of two color work for cover effectiveness is seen in "The Big Vacation for Girls" from Doubleday, black and green on white.

Maps continue to be one of the most



End-papers for Hickman Powell's "The Last Paradise"
Published by Cape & Smith The drawings for this book were done by Alexander King

Spots in Bookmaking

effective features for lining papers, and we reproduce here the lining paper of "The Last Paradise" by Powell, Cape & Smith, which has decorations by Alexander King. This same map design printed in blue is used again on the outside cover with black back of unfinished cloth.

The Simon & Schuster volume which was given the Francis Bacon Prize, Williams' "Great Astronomers," has been manufactured with great care, suggesting somewhat in its format "The Story of Philosophy." The title-page seems worth here reproducing as a well-balanced design, the title itself being printed in blue. The author, Professor Smith, supplied the decoration for the page, and in that he is more successful than in his drawings of portraits of the astronomers.

Appropriate to the subject is the titlepage of "A Walk to Horace's Farm,"

HENRY SMITH WILLIAMS

THE GREAT ASTRONOMERS



ILLUSTRATED BY THE AUTHOR

1930 NEW YORK

SIMON AND SCHUSTER

A well-balanced design. The title itself is printed in blue

A WALK TO HORACE'S FARM BY E. K. RAND WITH ILLUSTRATIONS BOSTON AND NEW YORK HOUGHTON MIFFLIN COMPANY The Riberside Press Cambridge 1930

Restraint and order strike the motif on this title-page, particularly happy in view of the subject announced

whose design follows well known precedence with pleasant results as here reproduced. The binding has a tasteful green buckram back.

A great publishing undertaking of Marshall Jones, "Mythology of All Races," proceeds to another volume and as with the earlier books this volume is in every way a great credit to American bookmaking. MacGregor Jenkins, former publisher, has a book on "Emily Dickinson, Friend and Neighbor" which is prepared in a delightful format and with a pleasant and appropriate cover design. Grosset's "Novels of Distinction" now include three volumes of Galsworthy. The general manufacture of the books with the stained tops, two colored title-page and pleasant binding, continue the high excellency of the series.

Germans Start Fifty Books

Condensed from a paper by B. L. Wehmhoff, Technical Director of the Government Printing Office

German world of books win our especial attention and interest," says the organ of the German Book Importing Co., "the country-wide alert activities for the Tag des Buches; and in connection with this, selection of the fifty best books of the

year in regard to their exteriors.

"Only a short time ago a book in America was considered more or less only a piece of reading matter, its print and binding were of minor importance. With the influx of foreign books, however, we came to realize that artistic quality of printing and design represent much more than a mere item for collectors of limited and de-luxe editions,—that the format of a novel is not only another way to grasp the average reader's interest but also an expression of the distinctive character of the contents.

"The American book—due to the unceasing efforts of alert publishers, printers, and paper merchants—can now compete in careful and artistic format with books from London and Leipzig. The annual exhibits of the 'Fifty Best Books of the Year' by the American Institute of Graphic Arts are deserving of great appreciation for their efforts in cultivating the taste of the reading public. Few people really know the amount of energy, love, time, and care expended on these exhibits.

"Exhibits of books of outstanding printers have been customary in Leipzig, Germany's book-center. Almost every large publishing firm strove to bring out books of extraordinarily fine appearance, but the present factory-like enormous output made the emphasis on best books a necessity. Last month's introduction of the first German 'Fifty Best Books Exhibit' in Leipzig is in its method a bow to the American idea. The distinguished and expert jury consisted of a typographer, a type-founder, a printer, a book-designer, publisher, bookseller, and bibliophile.

"It is expected that this exhibit will be presented here this fall. It is notable that it includes a book in English by Dr. George Parker Winship of Harvard University Library about the dean of American printers, D. B. Updike of Boston."

Agreement on Bindery Practice

THE difficult but important problem of working out a fair arrangement between publishers and binders in the matter of storage, spoilage, imperfect books, insurance and other practical problems, has been for several months in discussion by a joint committee of the National Association of Book Publishers representing their ninety members, and the Employing Bookbinders of America with their national membership. J. W. Hiltman, president of D. Appleton and Company, Alexander Grosset, president of Grosset and Dunlap and Henry Hoyns, president of Harper Brothers represented the publishers. Among those representing the binders have been H. P. Conkey, president of W. B. Conkey Co., Hammond, Indiana, Louis Satenstein, Nathan Shrifte, J. B. Ballou and C. A. Mershon. The publishers' desire has been to see the adoption of practice that should make the special expense of bindery work just as possible to those whose work is being handled. The terms adopted cannot be made obligatory but the Publishers' Association has decided to make the rules a common practice in the industry. Specific details of this adoption will be printed in the Bookmaking number of the Publishers' Weekly of July 5th.

Second Colophon Ready

THE second number of The Colophon the quarterly which proved in its first number as interesting to lovers of good printing as to collectors of first editions and rare books, is coming from the publishers next week a little bit late because of the publishers' delay in getting one of the final sections in shape.

New Book Clothes

THE Interlaken Mills have released an interesting new supplement to their samples of cloth to be known as P. R. Pattern. The cloth has a hard, clean finish, and a pattern somewhat like watered silk. It would be suitable for many varieties of books. The pattern has been made in common colors, extra colors and in Imco grades.

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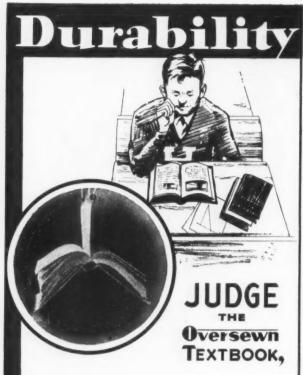


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Bookbinders Continue Book Promotion Interest

B. CONKEY of Hammond was a H. speaker at the National Convention of the Employing Bookbinders last month at Montreal in favor of the continuance of the support given by bookbinders to the field work of the National Association of Book Publishers and encouraged greater and wider interest of books. The binders have for three years made annual appropriations of large totals for this purpose and these appropriations have been applied specifically to field work and the effects recognized as salutary by all. The Association in Montreal voted in favor of the continuance of this work and referred the question of basis of support to a special committee.

A Design Competition

THE Annual Competition of Industrial Designs is to be held at the Imperial Institute in London in June. This exhibit has a Book Production Section for designs for title-pages, pages of text, line drawings for head and tail pieces, book illustrations, jackets and covers.

Catalog Making

AN interesting piece of catalog making comes from McLoughlin Brothers, who have used offset printing to visualize successfully the scores of colored picture books that are on their list. In a catalog of 48 pages dozens of the books are accurately shown in full color, and the whole catalog is indexed for permanent reference.

Another Specimen Book

A PRINTING specimen book prepared especially for the booktrade has just come from the Norwood Press Linotype Incorporated, a volume of some 137 pages set in thirteen different types commonly used in bookmaking. Each page gives a clear impression of the effect of certain sizes, leaded or unleaded, and the exact number of words appearing on a page of that font, the type running from 6-point to 14-point. The Norwood Press produces book composition in both monotype and linotype, and has a press room of sixty high speed presses.

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Association of Hand Printers

A N Association of Hand Printers has been formed in England recently; its activities will include the dissemination of reliable and comprehensive information on hand-printing and hand-printed books. The Imprimatur of the Association will be given only to members' books that have been set and inked by hand, and printed on a hand press, and which are of adequate craftmanship. Periodical lists of members' productions, and of pertinent hand-printed matter in general, will be issued to people dealing in or interested in hand-printed. The President is James Guthrie, and the Hon. Secretary, Cyril Edwards, Roseneath, Lucien Road, London, S.W.17.

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W. H. Trimble. Catalogue of a Collection of Walt Whitman. Literature. St. Leonard's, Otago, New Zealand. 1912. sell Sturgis. History of Architecture. 3

vols.

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Conservator.
Burroughs. Notes on Walt Whitman. 1st or 2nd ed. 1866-1877.

Leaves of Grass. 4th ed. 1867. Leaves of Grass. 5th ed. 1871. Leaves of Grass. 6th ed. 1876. Leaves of Grass. Trubneroco. London. 1881.

Wilson & McCormick. Glas-Leaves of Grass. ow. 1884.

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1899. Flight of the Dragon; Painting in Binyon.

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Literary Rambles at Home and

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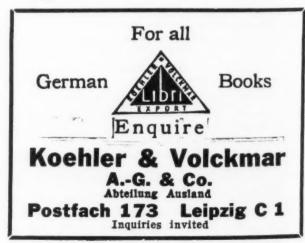
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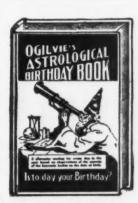
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The Publishing Industry Discovers Economics by O. H. Cheney. The Vice-President of the Irving Trust Company says in discussing the meaning of the recent dollar book announcements, "The publishing industry, economically, has been living in an ivory tower. It has dreamed in a world of its own and spoken a language of its own. All at once, the ivory has become cellophane."	2809
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Forthcoming Issues

Company writes on "The Crisis in Publishing" for the June 14 issue. Stating that "The best informed minds in the book industry seem agreed that we have reached a grievous impasse," Mr. Carrick goes on to analyze this conclusion and in his analysis touches on the dollar book situation declaring that "If cheaper books are to come, they should be the result of a gradual adjustment of several years." Sarah Ball's article on "Buying Books for the Bookstore" will also appear in this issue.

In Rome, Italy, is a bookshop which all vacationing-in-Europe booksellers and publishers will want to visit, if they have not done so already. Warner's Bookshop and Circulating Library, Via Frattina 3, Rome, will be described by Molly Thynne, author of "The Draycott Murder Mystery," in the Publishers' Weekly of June 21. This number will contain reports of the Canadian Booksellers' and Stationers' Convention held in London, Ontario, June 3-4.

Department of June 28 will contain an article on Rachel Field, by Josiah Titzell. Also, Doris Pattee, formerly of the Hampshire Bookshop, now with the N. A. B. P., has written "Book Interviews with Children."

The Publishers' Weekly

The American Booktrade Journal

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